EVENT RECAP

FCIA Celebrates 10th Anniversary at Elevate Chocolate – Summer 2017

New York, June 24, 2017
The FCIA’s Elevate Chocolate - Summer 2017 in New York last month was another big success and a great vehicle to celebrate FCIA’s 10th anniversary. In case you weren’t there, see what you missed:

- **New all-day format:** You requested – we delivered. People came early and stayed for the all-day format, enjoying more and longer Table Talks, new focused networking sessions (Huddles), two keynote presenters, a guest presentation, the Not So Silent Auction, a robust lunch (sponsored by ECOM Cocoa) and all the favorites like the Gallery Showcase and the HCP designations and tasting.

- **Larger venue:** The event keeps growing! FCIA moved to the InterContinental New York Times Square Hotel to accommodate our larger crowd and provide larger Table Talk rooms and separate rooms for the Huddles. And still we’re bursting at the seams.

- **Attendance:** We broke records with 274 registered attendees.

- **Gallery Showcase:** The hall was buzzing with 23 exhibitors.

- **Educational program:** Attendees enjoyed a provocative slate of Table Talks, an update on the Heirloom Cacao Preservation efforts and tasting, from Dr. Darin Sukha: a cocoa sensory workshop (sponsored by Dessert Professional and Guittard Chocolate Company) and an afternoon presentation on quality along the cocoa value chain and insightful keynote presentations by Jacques Torres of Jacques Torres Chocolate and Alex Whitmore of Taza Chocolate.

- **Networking:** As usual, FCIA was the place to be if you wanted to connect with your fine chocolate colleagues. From farmers to bean traders, chocolate makers to chocolatiers, packaging, equipment and suppliers – everyone was there!
Meet the Huddles

FCIA introduced a new networking activity at Winter 2017 and offered it to the New York crowd in Summer 2017 – Huddles! These are morning networking sessions focused on specific segments of the industry so participants can dig deeper, make connections and have a stronger voice.

**Chocolate Maker Huddle**
Facilitated by Greg D'Alesandre, Dandelion Chocolate

In this Huddle, participants discussed concerns of chocolate makers and how FCIA can help. They also discussed the creation of an FCIA online forum just for chocolate makers. We’ll hear more about this in the coming months.

**Chocolatier Huddle**
Facilitated by Richard Tango-Lowy, Dancing Lion Chocolate

This Huddle focused on strategies for profitability, social media, pricing and more, while building relationships for ongoing discussion.

**New Member Huddle**
Facilitated by Karen Bryant, Executive Director, FCIA

Huddle participants enthusiastically offered feedback on the new benefits coming this year: a mentoring program, webinars, regional meetups and national research into consumer perception of fine chocolate.

**FCIA Fine Chocolate Business Survey – 2017**

All Huddles were visited by the FCIA Business Survey team, Curtis Vreeland, Vreeland & Associates, Dr. Manuela N. Hoehn-Weiss, College of Business, Oregon State University and Dr. Emily Cox Pahnke, Foster School of Business, University of Washington. You’ll be hearing more about this in the coming weeks. Your participation, when asked, will help strengthen the meaningfulness of the data that we can share.
Table Talks

Table Talks invite attendees to get up-close-and-personal with industry leaders to become active participants in shaping the discussions at FCIA events. Table Talks are by nature a conversation, so it is impossible to capture the content. You have to be there. Here are a few glimpses from Summer 2017.

- **Five Secrets to Small Business Success:** Sponsored by Blommer Chocolate
  A representative of the Manhattan Small Business Administration office shared some basic information that all small businesses, including chocolate makers and chocolatiers, should be following to assure success.

- **FCIA Introduces New Programs:** Sponsored by Belize Foundation
  FCIA Board Member Richard Tango-Lowy (Dancing Lion Chocolate) and FCIA’s Executive Director Karen Bryant introduced the new mentoring program, currently being beta tested, and the soon to be presented regional meet-ups and webinars, FCIA’s 2017 fine chocolate industry business survey and FCIA’s national research on consumer perception of fine chocolate.

- **Health Benefits of Chocolate:** Sponsored by ECOM Cocoa
  Dr. Joe Vinson, University of Scranton, explored the rumors, myths and truths about the health benefits of chocolate – important information to share with customers.

- **Scaling Up: Quality vs. Growth:** Sponsored by Dandelion Chocolate
  Robert Bowden (Vivere Chocolate), Alexandra Clark (Bon Bon Bon) & David Menkes (LetterPress Chocolate) share their insights and experience, both the good and the bad, in scaling up.

- **Alternative Sweeteners:** Sponsored by Vreeland & Associates
  Curtis Vreeland (Vreeland & Associates) led a panel to discuss the various options of alternative sweeteners, how to use them and how they impact taste. The panel was comprised of: Christine Blais (Palette de Bine), Nate Hodge (Raaka) and Frederick Schilling (Big Tree Farm).
• **FCIA’s National Consumer Research:** Sponsored by Red, White & Chocolate
FCIA Executive Director Karen Bryant and project advisor Carla Martin, Ph.D. (FCCI), introduced FCIA’s preliminary findings from our national research on consumer perception of fine chocolate. The final report will be compiled after the Dallas Chocolate Festival in September and presented at the Winter 2018 event in San Francisco.

• **Complex Supply Chains & Inventory Management** Sponsored by Maui Chocolate Tour
Greg D’Alesandre (Dandelion Chocolate), Sarah Endline (sweetriot) and Becca Taylor-Roseman (Dandelion Chocolate) guided chocolate makers, cacao producers and brokers into an understanding of how to navigate this complex topic with an ultimate goal of quality and taste.

• **Fair Trade, Direct Trade & Transparent Trade** Sponsored by TCHO
Kate Cavallin (Agroarriba – ECOM) and Emily Stone (Uncommon Cacao) explored these trade options, providing the pros and cons to help attendees identify what would fit for them.

Thank you to our sponsors who helped to keep us fed throughout the day!

Lunch

Gallery Showcase Appetizers

[ECOM COCOA – BLOMMER CHOCOLATE COMPANY]
Recognition of Excellence Awards Ceremony

Mistress of Ceremonies – Dr. Maricel Presilla, FCIA Director
International Institute of Chocolate and Cacao Tasting
Gran Cacao, Blue Cacao

Presenters & Past Recipients
Fran Bigelow, Fran’s Chocolates
Steve DeVries, DeVries Chocolate

Outstanding Service to the Industry
Carla Martin, PhD, Fine Cacao and Chocolate Institute
Matthew Stevens, Dessert Professional

Outstanding Contribution by a Fine Chocolatier
Sibu Chocolate
(Accepted by Julio Fernandez Amon)

Outstanding Contribution by a Fine Chocolate Maker
Greg D’Alesandre, Dandelion Chocolate
Alex Whitmore, Taza Chocolate

Outstanding Contribution at Origin in Sustainability of Fine Chocolate
Brian Horsley, Marañon Chocolate
Emily Stone, Uncommon Cacao

Lifetime Achievement
John Nanci, Chocolate Alchemy
Ed Seguine, Seguine Cacao, Cocoa & Chocolate Advisors
Mott Green, Grenada Chocolate
(Posthumously awarded; accepted by Mott’s Mother, Dr. Judith Friedman)

FCIA is pleased to announce the naming of an award in honor of Mott Green in conjunction with future Recognition of Excellence Award Ceremonies.
(We’re honored to have guest writers Dennis P. Van Essen and Estelle Tracy share their experiences with you.)

Quality Along the Cocoa Value Chain and its Link to Flavor
Presented by Darin Sukha, Ph.D.

By Dennis P. Van Essen
Founder & owner of The Highfive Company – a Dutch importer, European distributor and promoter of American craft bean-to-bar chocolate. Dennis is also a certified chocolate taster, judge at the European International Chocolate Awards and co-organizer of the Amsterdam Origin Chocolate Event.

Dr. Darin Sukha is a Research Fellow at the Cocoa Research Centre, The University of the West Indies (UWI), St. Augustine and leads the Food Technology Section. Research activities are geared towards producing technology toolkits for fine flavor cocoa in micro and varietal based fermentations, traceability and quality standards, niche marketing and Geographical Indications, as well as, cocoa bean quality certification and the development of cocoa based products (food and nutraceutical). Dr. Sukha is also actively engaged in local, regional, and international training and outreach activities on cocoa post-harvest, quality management, sensory evaluation & chocolate making.

Clearly defining flavor as the key dominator of quality in cacao and chocolate, and the undeniable link between the cacao tree, the farm, the beans and the chocolate, Dr. Sukha led the audience, supported by many visually appealing slides, on a journey through the process of pre-, harvest and post-harvest practices.

Dr. Sukha starts off the presentation engaging the audience instantly by stating, “garbage in is garbage out.” There is little we can do to make poor quality, bad ingredients into something good.

Dr. Sukha emphasizes that “each layer of the value chain has the ability to contribute to flavor development.” Flavor itself revolves around a triangle of the intensity of cocoa or chocolate flavor itself, and the presence or absence of ancillary flavor notes and flavor defects.

Cocoa production yet often involves primitive knowledge, tools, equipment and techniques. However, each small step in the process affects the end product’s quality. To produce quality beans, it is imperative to have a profound knowledge of the type of cocoa, the environment, the soil, agricultural practices and climate. Processing harvests requires strict procedures and quality assurance methods in knowing when and how to harvest, preventing disease, to ferment, dry and store. It is a true craft in itself, and of the utmost importance that local quality criteria must be set up in line with market requirements.

Food safety, traceability and certification are other important factors and their relation to flavor determine the actual value of and price paid for the beans. The combination of all these factors render the importance of quality as the main indicator across the entire value chain.
Dr. Sukha continued stating that cocoa should be produced sustainably through practices that achieve an optimal balance between economic, social and environmental goals to ensure human welfare, health and safety of cocoa producers.

Only when all these important criteria are met, the chocolate maker is able to turn good quality cocoa beans into good quality chocolate for everyone to enjoy an amazing experience.

Following was a guided tasting by Dr. Sukha for everyone in the audience of three distinctive chocolate samples. Starting by giving general instructions emphasizing the importance of, amongst others, focus, hygiene and the lack of distractions. Chocolate tasting is a serious exercise and involves both visual and sensory skills. ‘The more flavor references you have, the better a taster you can be’, and the better you will be able to enjoy the overall quality and experience. Tasting the samples led through a journey involving appearance, smell, sound, texture, and flavor. The audience clearly identified notes ranging from true chocolate in one sample, to bright, acidic fruit flavor leading to a chocolaty flavor in the end in the second, to a more floral and passion fruit in the last sample.

Dr. Sukha concluded his presentation stating, “. . . good chocolate tasting should be like experiencing nice music.”

Earlier in the day, Dr. Sukha offered a morning Cocoa Sensory Workshop where he provided an introduction to sensory evaluation using the Cocoa of Excellence (CoEx) Program and System. Participants experienced a cocoa liquor assessment using the CoEx system and explored samples including Ghana, Fruity and Floral followed by discussion.

Thank You, Sponsors!

FCIA thanks our sponsors, Dessert Professional and Guittard Chocolate Company, for underwriting Dr. Sukha’s visit to Elevate Chocolate – Summer 2017.
Keynote Highlights

By Estelle Tracy.

Estelle is a content strategist and chocolate educator with a French accent. Her writing has appeared in several publications, such as Edible Philly, Grid, and Crave Magazine. She’s the author of Guide de survie alimentaire aux Etats-Unis and the blogger behind 37chocolates.com.

To celebrate FCIA’s 10th Anniversary, we were greeted by two keynote speakers for FCIA’s Summer Elevate Chocolate: Jacques Torres, founder of Jacques Torres Chocolate and Alex Whitmore, founder of Taza Chocolate. Introduced by Lauren Adler from Seattle-based Chocolopolis, the two industry pioneers -- Torres opened the first chocolate factory in Brooklyn in 2000 and Whitmore launched the first direct trade cacao sourcing certification – hit on the topics of customer education and transparency in the chocolate market.

Jacques Torres, Jacques Torres Chocolate

Chocolatier Jacques Torres kicked off the evening by explaining how millennials are changing the retail landscape. As online retailers have grown in popularity among that generation, it has become increasingly important to create “an experience on top of a good product” to attract customers to retail locations. This realization was the driver behind the James Beard award recipient’s latest endeavor, Choco-Story New York, Chocolate Museum and Experience with Jacques Torres, a museum located at his flagship store in Manhattan, one of the chocolatier’s eight retail locations in New York City.

As Torres showed through slides, the museum’s mission is to provide a deeper appreciation of chocolate through education. The museum offers a variety of vintage chocolate artifacts on display, such as antique chocolate molds and cups, metates, and molineros, all of which help anchor chocolate in a historical and cultural setting. Choco-Story New Story is also designed to provide an interactive experience, through a reproduction of a cacao plantation to help visitors understand that “without farmers, there is no chocolate,” as well as several chocolate sampling stations and bonbons and truffle-making demonstrations.
Alex Whitmore, Taza Chocolate

Keynote Presenter Alex Whitmore made a strong case for transparency in the chocolate industry. “Transparency is what sets us apart from the big companies of the past,” he explained, “and transparency helps build trust.” Twelve years after he co-founded Taza Chocolate with his wife, Kathleen Fulton, Whitmore has stayed committed to that value through each company initiative, from the first direct trade cacao certification to the Taza Transparency Report first released in 2011.

Acknowledging “there is so much knowledge in this room,” Whitmore emphasized how knowledge-sharing drives positive changes in the industry, and that Taza Chocolate’s Transparency Report is one of the contributors to that change. Available for download on the company’s website, the document provides information that used to be held confidential by big industry players, such as name and contact information of cacao farmers.

The Transparency Report is read by industry peers as well as wholesale customers like Whole Foods Markets. Other companies have since produced similar reports, such as Madécasse, Tony’s Chocolonely, Dandelion Chocolate, Theo Chocolate, Uncommon Cacao, and more.

Numbers on hand, Whitmore demonstrated that craft chocolate is changing the industry and winning market shares from large players. With visible passion, the chocolate-maker made a plea for more transparency, which not only drives positive changes to the chocolate industry but ultimately strengthens customer relationships -- a statement that made Torres nod in agreement.
Since its inception in 2012, the Heirloom Cacao Preservation Fund (HCP) has had one simple mission: preserving cacao flavor. The task, as HCP’s President Dan Pearson (Marañón Chocolate) explained, has become paramount after the industrial revolution changed the cacao farming landscape, and high yielding, low flavor cacao varieties like CCN51 started to supplant fine flavor cacao varieties.

Next, Ed Seguine, Founder of Seguine Cacao, Cocoa & Chocolate Advisors, advisor to Guittard Chocolate Company and Chairman of the HCP International Tasting Panel, led the chocolate tasting made from the three latest cacaos to receive heirloom designations.

- **Heirloom #11**: Grown on the BFREE Demonstration Cacao Farm, Belize by Jacob Marlin, Belize Foundation for Research and Environmental Education (BFREE), Bursary Sponsors: Tony Caputo’s Market and Deli. Heirloom #11 is a pure Criollo cacao, which makes for a sensuous, light brown chocolate, with “mild nuts and caramel/panella aromatics.” The sample won over the room with its “very mild intensity” and “creamy character.”

- **Heirloom #12**: San Jose de Bocay, Departamento de Jinotega, Nicaragua, provided by Ingemann Fine Cocoa, Bursary Sponsor: Chocolate Maya, Seguine introduced Heirloom #12 with a picture of cacao farmer Juan Flores and his son, a young man wearing a pair of sunglasses along with a large smile: “this is what designation does to producers and HCP recipients,” Seguine commented. With a dark color, the chocolate sample was very fruity, with a nice flavor complexity Seguine described as “masculine,” triggering the attendees’ laughter.

- **Heirloom #13**: Pham Thanh Cong, Mekong Delta, Vietnam, provided by Marou – Faiseurs de Chocolat, Bursary Sponsor: Dr. Jeff & Deborah Hurst. Grown by Mr. Chong, Heirloom #13 is a classic Trinitario type which hails from the Mekong region of Vietnam. Chocolate made with the latest heirloom designee boasted a “dark brown color” and “rich chocolate aroma” with strong raisin and prune notes. Seguine brought the audience’s attention to the persistent coconut flavor.

All chocolate sampled was made by Guittard using the same recipe, i.e. 68% cacao, 3% cacao butter, which helps guarantee that low-fat beans will work in the chocolate.
HCP, an extension of FCIA, has been able to secure 501c (3) status and, thanks to a collaboration with the USDA is thus eligible for grant funding. HCP is one of only two cacao programs focused on recognizing the work of farmers. As the fund is working hard to link genetics with flavor, Seguine urged makers to submit cacao “with impressive flavor profile” for submission. Submitting cacao for heirloom designation is easy – it takes $1 and an 8-kilogram sample to be submit a cacao for consideration.

For information about HCP and for submitting cacao beans, please visit http://hcpcacao.org/.
Gallery Showcase

The Summer 2017 Gallery Showcase was buzzing with excitement about the latest trends.

ASpecialtyBox.com
Chef Rubber
CocoaTown
Dallas Chocolate Festival
DC Chocolate Festival
Diamond Custom Machines
Duerr Packaging
ECOM Cocoa
Guittard Chocolate Co.
Heirloom Cacao Preservation
Hilliards Chocolate System
Institute of Culinary Education
KocoTek (Duyvis Weiner)
Mesocacao
Micelli Chocolate Mold
PMCA
Rockgate Group
Savage Bros
TCF Sales
The Big Chocolate Show
The NW Chocolate Festival
Tomric Systems
Valrhona
Where the PEOPLE in the industry come together!
Thank you,
Contributors to the Chocolate Sampling Table

Boho Chocolate
Blue Tulip
Dancing Lion Chocolate
Dandelion Chocolate
Humming Bird Chocolate
LetterPress Chocolate
Mindo Chocolate Makers
Valrhona
... and more!
Donors created excitement and visibility. Winning bidders walked away with amazing deals. FCIA received much needed support for educational efforts.

Thank you . . .

Jacob Marlin, for suggesting the idea and providing the lead donation, Art Pollard, for serving as the Chair of the Not So Silent Auction, the many bidders who participated and the generous auction item donors who made real noise with the silent auction:

- All-expense paid Belize experience, Jacob Marlin, BFREE
- Custom bar mold w/ design/logo, Tomric
- Exhibit booth and four passes - International Chocolate Festival – Silicon Valley, Pam McFadden
- CocoaTown Bean-to-Bar Workshop & Equipment Credit
- Chocolate Stories Presentation, Deborah R. Prinz
- Comp Reg for PMCA Conference
- Design & print credit on folding boxes, ASpecialtyBox.com
- KREA Swiss chocolate meter, TCF Sales
- Custom 3D digital CAD design & 3D prototype, Micelli Mold
- Truffle class. Roni-Sue’s Chocolates
- Ultimate Chocolatier Kit, Chef Rubber
- Promo on Slow Melt Podcast
- Branding & design consultation, SKGD
- Old world honey caramels, Forte Chocolate
- Bag of chocolate books by local authors
- Guittard Chocolate Sampler
- 5 kg bag of Amano Couverture Chocolate, Art Pollard
- Dallas area chocolate, Dallas Chocolate Festival
- Heirloom Chocolate Series, C-Spot
- Sustainability & Ethics Consultation, Carla Martin, FCCI
Thank You -- Event Sponsors

Table Talks

Lunch Buffet  Darin Sukha Sponsors  Appetizer Buffet

Media Sponsors
Thank you . . .

FCIA Education Committee

Daniel Domingo
Education Committee Chair
ECOM Cocoa
Melanie Boudar
The Art of Chocolate; Sweet Paradise Chocolatier
Todd Masonis
Dandelion Chocolate
Art Pollard
Amano Artisan Chocolate
Maricel Presilla
International Institute of Chocolate and Cacao Tasting; Gran Cacao & Blue Cacao
Richard Tango-Lowy
Dancing Lion Chocolate
Lauren Adler
Chocolopolis
Maya Schoop-Rutten
Chocolate Maya
Curtis Vreeland
Vreeland & Associates
Karen Bryant
FCIA Executive Director

FCIA/HCP Boards of Directors

Clark Guittard, FCIA President, Guittard Chocolate Company
Melanie Boudar, The Art of Chocolate and Sweet Paradise Chocolatier
Robert Bowden, Vivere Chocolates
Mark Christian, The C-Spot
Daniel Domingo, ECOM Cocoa
John Kehoe, Guittard Chocolate Company
Brad Kintzer, FCIA Vice President, TCHO
Jacob Marlin, Belize Foundation for Research & Ed.
Todd Masonis, HCP Vice President, Dandelion Chocolate
Dan Pearson, HCP President, Marañoñ Chocolate
Art Pollard, Amano Artisan Chocolate
Rose Potts, Blommer Chocolate Company
Maricel Presilla, Intern’l Institute of Chocolate & Cacao Tasting, Gran Cacao
Richard Tango-Lowy, Dancing Lion Chocolate
Pam Williams, Past President, Ecole Chocolat

And, Thank You, FCIA Staff

Karen Bryant, Executive Director
Jennifer Wicks, Member Services Manager
Dan Kaplan, Event Manager NY
Brianna Goldberg, Event Manager SF

Mark your calendars

January 20, 2018
FCIA Elevate Chocolate – Winter 2018
InterContinental San Francisco Hotel