The role of flavour in a more diverse market

Servicing small scale customers and reaching chocolate eaters to grow the market
What has changed?

• Source and provenance of food
• Health
• Other foods
• Origin
• Micro-batch/craft – 200 small chocolate makers
THE NEW MARKET

The future for fine cacao
What does sustainability mean for fine cacao?

• Must be economic first
• Based on price not (only) programmes
• There must be a significant price differential for fine cacao
• It must be worth the extra work needed to produce quality
• Price differential must compensate for potential lower productivity
What does a chocolate bar cost?

• Sustainable/eco/organic/Fair Trade 70% bar:
  £2 / $2.50 / €2.50 – or less

• Craft chocolate bar:
  £4.50 / $5.00 / €5.00 – and up

• Most consumers think the price should be low
What does a cup of coffee cost?

- Price point for cappuccino: £2.30 / $2.50 / €2.50 – and up
- Takes 10 minutes to drink!
- 100g origin dark chocolate bar lasts at least a few days
MENTAL PRICE POINT

We need to change consumer perception of the price of a chocolate bar
Servicing a small market

• Networks
• Logistics
• Direct marketing – reach end chocolate eaters
• Stock availability
• Partnerships with chocolate makers
• Quality consistency and long-term relationships with customers
HOW DO WE PROMOTE FINE CACAO?

FLAVOUR
Just to be clear ...

FLAVOUR OF FINISHED PRODUCTS
Why will customers buy fine cacao?

To make good tasting chocolate products!
HOW DO WE DECIDE IF CACAO TASTES GOOD?
What should we be tasting?

- Model on Coffee Cupping?
- End products?
- Liquor?
- No consumer eats liquor!
FLAVOUR MUST BE BASED ON END PRODUCTS

Bars / bonbons / patisserie / speciality
Cacao is an ingredient

Good chocolate makers are chefs who taste and choose good ingredients – cacao beans
Reaching consumers

• Directly
• Partner with chocolate makers
• Shows/fairs
• Engage with micro/craft makers – flag-bearers
• Promote YOUR origin
• Use new methods – social media. Reach the geeks!
FINE CACAO HAS A GREAT FUTURE!

If we build the market together – growers, traders, chocolate makers, tasters, educators – CHOCOLATE EATERS!