

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!



Pianeta cioccolato
Luca Mannori
Italy

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!