TRANSLATING FINE CACAO INTO FINE CHOCOLATE FROM FARM TO BAR
DEVELOPING AND MARKETING EXCELLENCE
Growing Lessons from the Trenches

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Not and Arm Chair Explorer
The New Taste of Chocolate

A Cultural and Natural History of Cacao with Recipes

MARICEL E. PRESILLA
GRAN CACAO COMPANY

Research and Educational Programs
Heirloom Cacao Bean Trade
Cacao and Chocolate Evaluation
Fine Chocolate Development

International Chocolate Awards
International Institute of Cacao and Chocolate Tasting
Direct Cacao
The Largest Independent Chocolate Competition in the World

Planned in 2011 and put into effect 2012

Total samples tasted by all judges: about 85,000

Total Competitions with World Final and Support Competition in Peru: 12

Largest Competition: Americas and Asia-Pacific in the Greater New York Region

Estimated chocolate samples that I have eaten according to Martin Christy

17,000

Pounds gained: ?
TRAINING ROUND: LESSONS IN COUNTRY BRANDING
RUTA DEL CACAO: COUNTRY BRANDING
CREATING CULTURAL CONTEXT
THE PROOF OF THE PUDDING: COOKING
AND EATING. CHOCOLATE IS FOOD. CACAO
IS A TROPICAL FRUIT
Great Lessons from El Rey

How to Create a Marca Pais (A Country Brand) for Venezuelan Cacao

Understand the Personality of your Cacao

Spread the Message of Single Origin Cacao

Names Matter

Educate Consumers

Value Chefs, Pastry Chefs and Chocolatiers and Collaborate with the Press

Create the First Ruta del Cacao (Cacao Road) in Latin America
Adding Cultural and Social Context to Cacao and Chocolate

Sponsor Educational Programs and Tastings Throughout the US
La Concepcion and Gran Cacao
LOVE AT FIRST BITE
KNOW THE FARM AND THE LAND
Know the History of Your Farm
ROLL UP YOUR SLEEVES AND GET TO WORK BUT ALWAYS LISTEN TO THE MASTERS
GET TO KNOW EVERY CACAO GROWING AT THE FARM AHILADO BY AHILADO
Learn from the masters, but trust your mouth
Believe in the goodness of landraces and protect the flavor of terroir
FOLLOW CACAO’S JOURNEY
Cut Test: Fermented beans from a mixed cacao population at La Concepcion, Venezuela.
KNOW EVERY FARMER AND LABORER
EMPOWER WOMEN
CHOOSE YOUR BUYERS WELL

Go for the Bar

Guittard

Mars Historical Division

Scharffen Berger
El Carmen and Cuyagua

Cluizel
Concepcion Grand Cru

Amano Chocolate
Cuyagua and Montanya
GO FOR THE BAR
LOOK FOR CREATIVE PARTNERSHIPS
CREATE VALUE FOR YOUR CLIENT
To whom it may concern:

I'm writing to ask for your urgent assistance regarding the recent invasion of La Concepcion cacao farm. For approximately seven years our company has purchased cacao from Silvino and Ana Karina Reyes. During this period La Concepcion cacao has become a highly important element in our chocolate blend. Its quality is a reflection not only of the genetic material of the trees on the farm, but also the care Ana Karina and Silvino take in fermentation and ongoing maintenance. Having visited the farm recently, I can also testify to the fact that farmers in the surrounding area have benefited both from agricultural innovations put in place by the Reyes and from the availability of dependable contacts for exportation.

Much of the reputation for quality in Venezuelan cacao results from the work of farmers like Ana Karina and Silvino. It would be unfortunate if that reputation were damaged because they were no longer able to operate La Concepcion. I urge you to do everything possible to insure the continued operation and management of La Concepcion by Ana Karina and Silvino Reyes.

Thank you for your cooperation.

Yours truly,

Robert Steinberg
Co-founder
Scharffen Berger Chocolate Maker
Great Lessons from La Concepcion

Believe in your product, but work constantly to make it better

Understand the history of your farm and the cacao that you are growing. Share the knowledge with your clients and consumers

Establish direct relationship with the best chocolate makers in the world. Work for long-term relationships. Be loyal to your customers

Provide open access

Understand the needs of buyers but change their minds if necessary

Understand the flavor potential of your cacao and harness the power of terroir

Be loyal and socially responsible

Believe in Flavor at First Bite
The Unexamined Cacao is not worth Turning into Chocolate
Metamorphosis Insectorum Surinamensium by Maria Sibylla Merian, 1705. This copper engraving shows cacao pods from the Dutch Guyana, South America.