6 GENERATIONS AND 188 YEARS OF CACAO TRADITION FOR THE CRIOLLOS RESCUE
THE VALUE OF PREMIUM CHOCOLATE

No referential value has been established for a fine aroma cacao market, or another category, for the production of premium chocolates.
There is also no single price quote or global average value for premium chocolates.

There is not even agreed definition of premium chocolate.

The market for cacaos and fine chocolates is a particular one, not universal. It is defined by each person with their taste.
Quality comes from a healthy tree and in balance with its environment, its genetics, the harvest of mature fruits. The attention of a farmer aware of all the details to consider before fermentation.

Cacao farmers should not be seen only as solutions to a supply problem.
However, since the refoundaion of HSJ, "Single-Origin Chocolate" made by type of cacao has been present.

In Casa Franceschi plantations each variety is cultivated without the presence of another, in parcels of cacao with surfaces of more than 10 hectares. The crop or propagation was made asexually.

We believe that quality in cacao is not a simple added value given by an impeccable fermentation or drying.
We are committed to an informed consumer, capable of distinguishing and perceiving differences.

With Franceschi Chocolate sensory panel, our goal is to identify, highlight and maintain the distinctive characteristics of aroma and flavor of each variety, of each region, of each place, of each farmer who gives us his product with the incidences of each harvest.
The value of the Farmer

The dignification of farmers and their positive habits have been part of our objectives.

At Casa Franceschi, 70% to 85% of the final value or price agreed with the processor corresponds to the farmer, whose business is the quality of the cacao.
"There is no healthy company and industry in a sick and unbalanced environment. We discovered that the best technique for increasing the unit of production is the change of the way we think as a family”.

Carlos E. Franceschi - 6th Franceschi Generation.