



Fine Flavour Forum

From niche to mainstream: spreading the taste for origin cocoa and quality chocolate to new and larger markets



International Institute of Chocolate and Cacao Tasting



- Setting standards
- Flavour profiling
- Accredited international curriculum for tasting
- Courses in UK, Italy, USA, Germany, Belgium, Netherlands, India, Peru, Taiwan, Hong Kong
- International Chocolate Awards



INTERNATIONAL
CHOCOLATE
AWARDS



Fine Flavour

- Fine cacao has a premium because of its flavour
- Consumer market for fine is currently small
- No fine cacao, no fine chocolate!
- How can we grow this together?