



*Transformation from “Fine
and Flavour Cocoa Generally
To Specific Flavor Descriptions*

*Shift from commodity to meeting
specialty needs of customers*



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Cocoa & Chocolate Advisors
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Chocolate makers

What are they seeking?

- Uniqueness / Novelty
- History and romance
- Story—the far away becomes local
- Consistency?

*A means of distinguishing
themselves from the rest of the
crowd*




Market

3D's—

- Distinctive
- Desirable
- Deliverable—but some variation year-to-year, OK (eg. Wine vintage)

A means of distinguishing themselves from the rest of the crowd



Sunday--Marketing cocoa quality,
sustainability and origin

Reported by Pierre Costet, Valrhona
Track 1 Session 2 yesterday

Focused on the meaning of “quality”

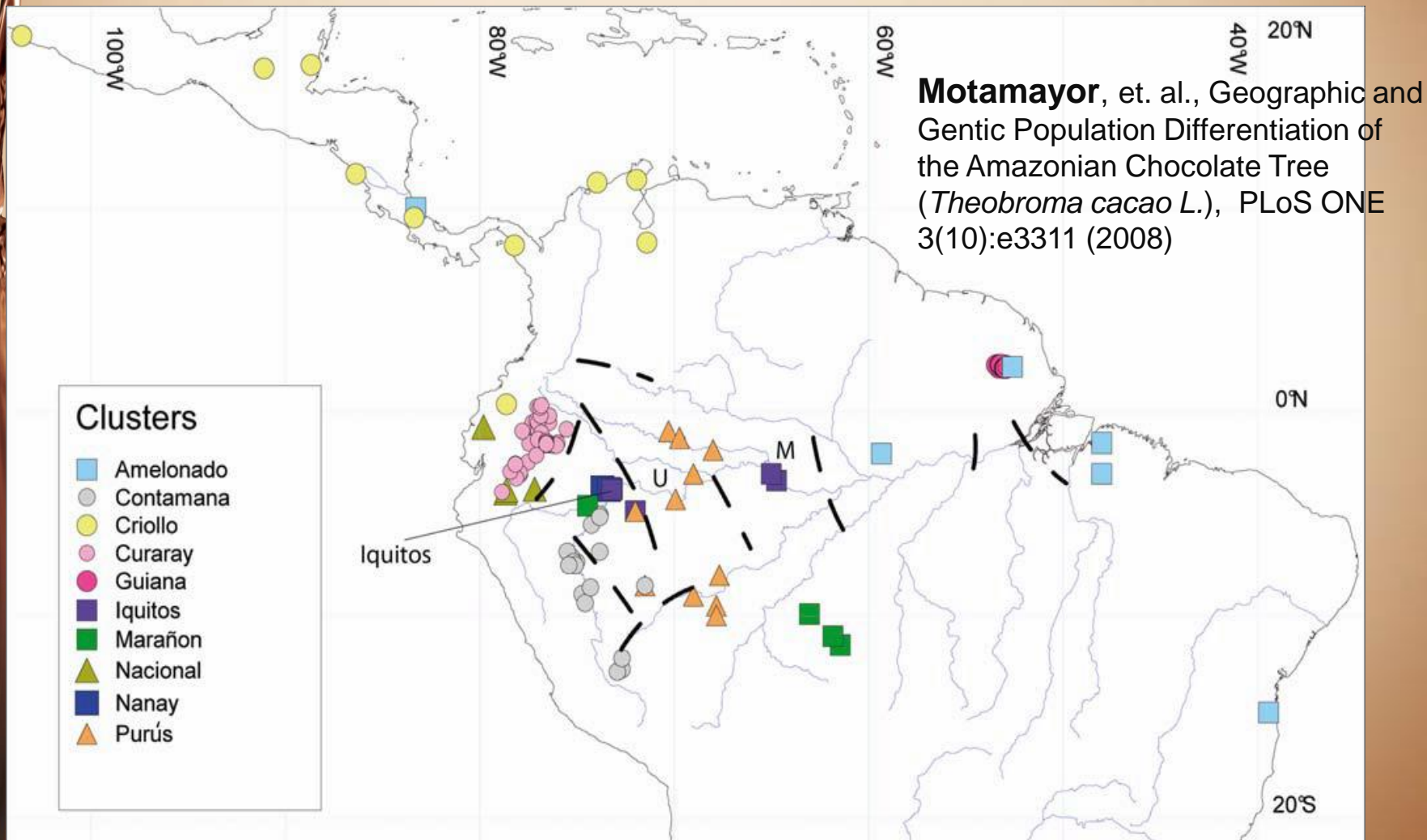


Marketing Cocoa Quality Recommendations

1. Distinction between Fine and Flavour cocoa and bulk cocoa no longer relevant
2. Mechanistic view giving an uncontrolled quality stamp to some operators and excluding others—giving license for some to offer very poor quality cocoa under a label / umbrella of “fine flavour”
3. Status should be based on actual flavour of the specific lot. No free tickets!

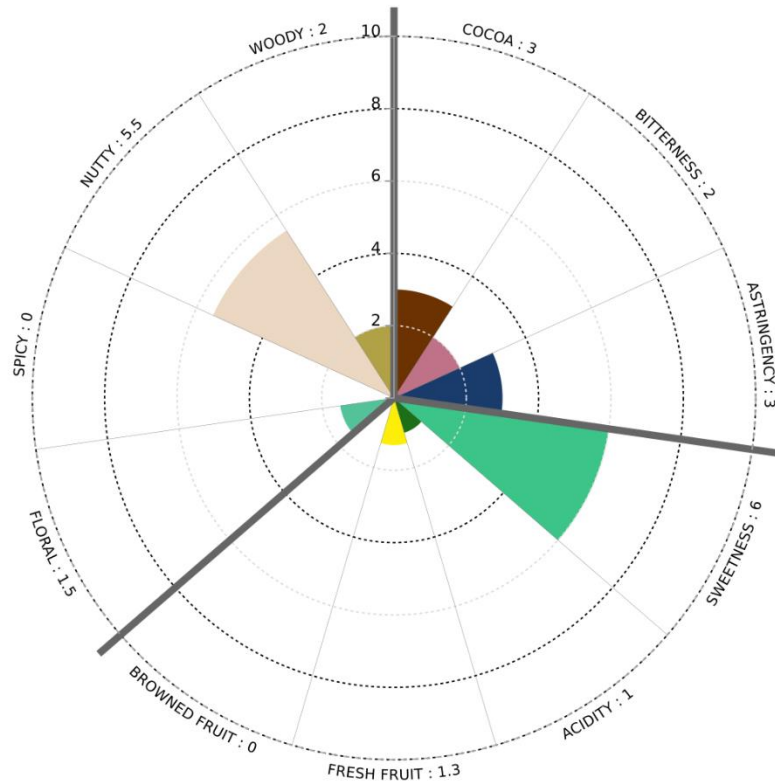
Genetics

The new paradigm—but this is INCOMPLETE!!



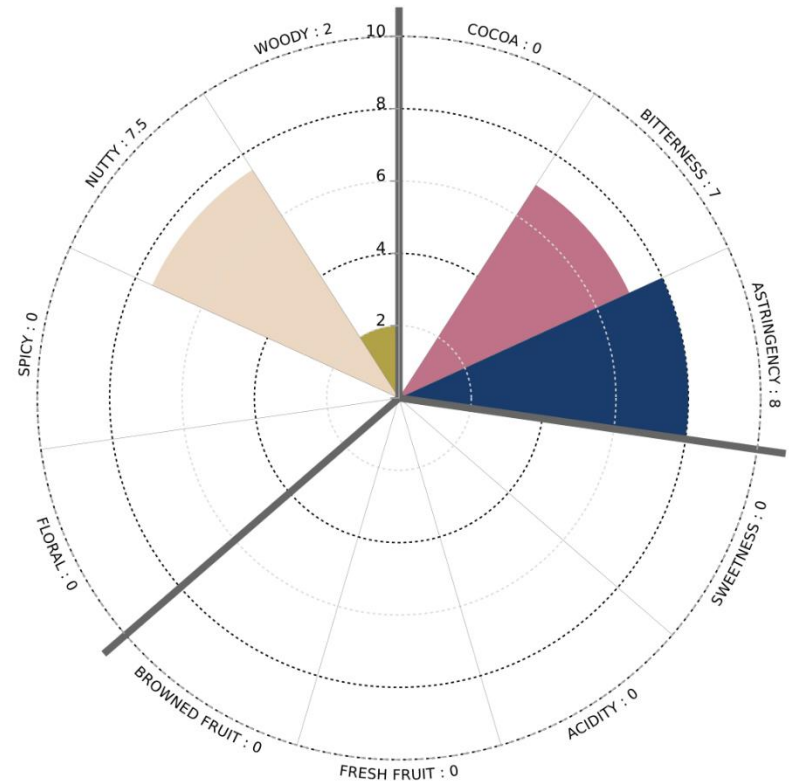
Two criollos—

CoEx 7662/15 – C



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CoEx 8181/15 – C



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Genetics

Old maxim—Criollo x Forastero = Trinitario
Amelonado = classic Forastero



Trinitarios—HCP 8

Ingemann, Nicaragua



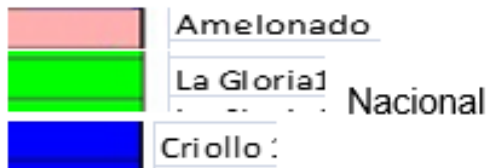
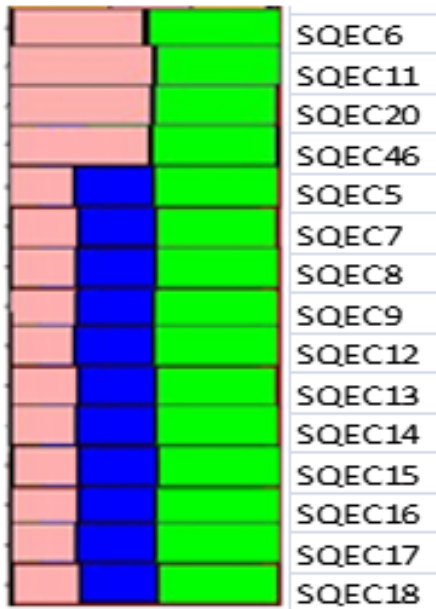
Color: Very light color, looks more like a dark milk than a 68% cacao dark.

Aroma: Very mild overall with mild nuts and light woods aromatics.

Flavor: First, there is an unusually soft / fast melt texture. This chocolate is in temper! The flavor is an immediate burst of a fresh fruit brightness of citric and tart red fruits, maybe a slight pineapple note. These yield themselves to a smooth dried fruit, slightly green banana note. Nut and mild nut skins notes become apparent along with a mild oak / light wood character. While chocolate is present, it is more of a background note, quite mild overall.

Trinitarios—HCP 1

Alto Beni, Bolivia



Color: Rich, medium-dark brown with reddish hues.

Aroma: Mild rich chocolate base with fruit/tart aromatics—a prelude to the taste.

Flavor: Powerful but balanced. Complex chocolate and rich, tart fruit / browned fruits—a tawny port. Dark fruits (cherry, currant), browned fruits (dark raisin, soft dates) elements of mild green fruit (mangoes, kiwi). Finish with a dulce de leche richness and a long chocolate finish with mild astringency.

Trinitarios—



Iquitos 45.4%
Criollo 22.2
Amelonado 21.5

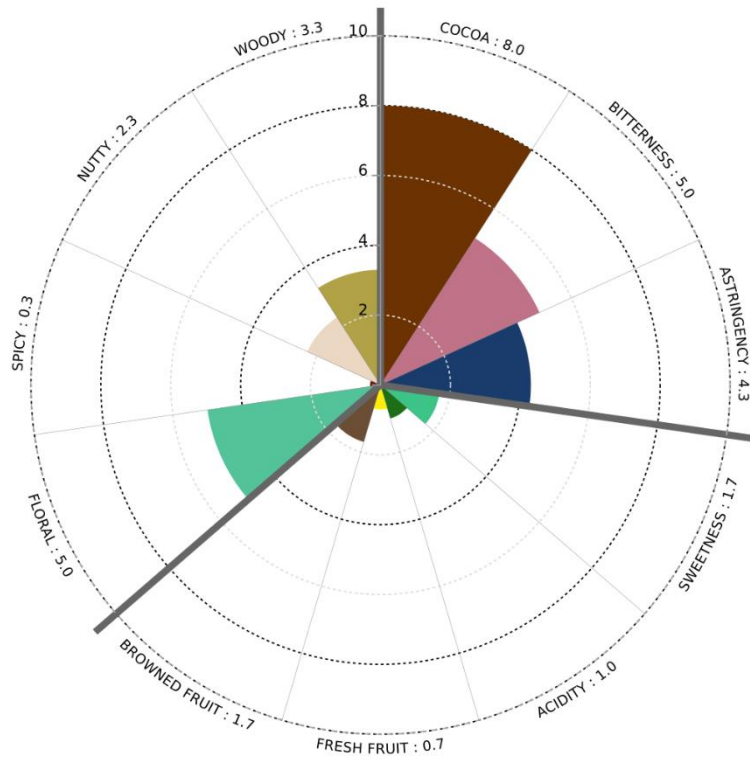


CCN-51

Forastero (Amelonado+)—

Ghana

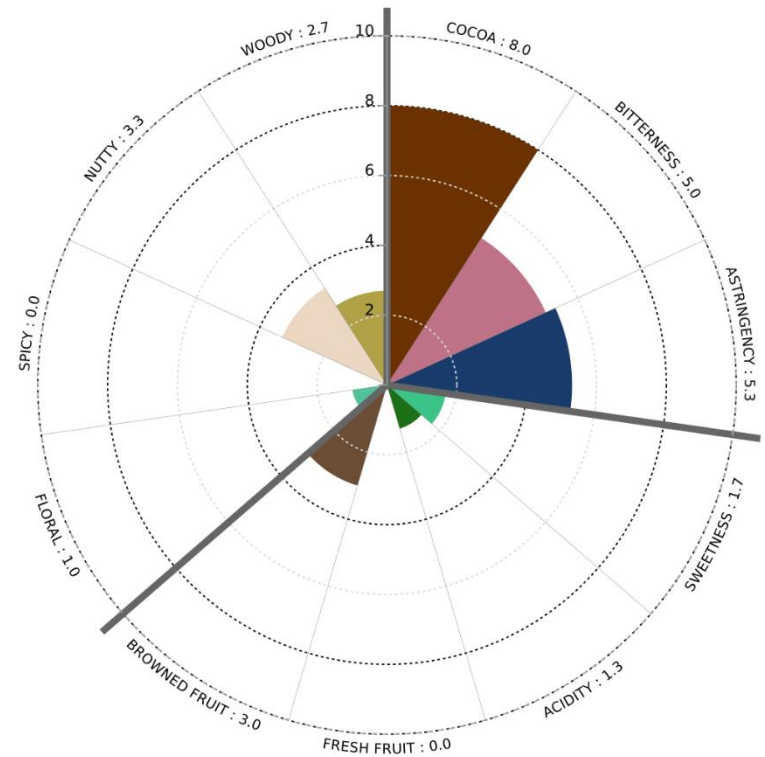
CoEx 026/15 – L



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Côte d'Ivoire

CoEx 285/15 – L



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Marketing Cocoa Quality Recommendations to ICCO


4. Support and lead the development of descriptive International Cocoa Quality Specifications and develop and promote the use of physical liquor standards.
5. With standards and assessment protocols in place for liquor evaluation, begin transition from *carte blanche* assignment of percentage fine flavor status to countries to use of specific cocoa lot descriptions for valuation by customers

Attributes and Use--CoEx

	LIQUOR EVALUATION DESCRIPTORS - Please indicate a mark of 0-10											
Sample Code	Cocoa	Acidity	Bitterness	Astringency	Sweet	Fresh Fruit	Browned Fruit	Nutty	Floral	Woody	Spicy	Browned / Roast

Mouldy	Smoky / Hammy	Putrid / Over Fermented	Dirty	Other Off	LIQUOR comment	Global Quality SINGLE SCORE Liq and Choc 0-10

12 Positive Attributes
5 Off Notes
Overall



Attributes and Use--CoEx

12 Positive Attributes

5 Off Notes

Overall

5 Editions

Over 1000 sample evaluations

Multiple panelists

Technical Committee

Final judging evaluations

Master Evaluation Attributes

CoEx is derived from this master

0 – 10 Scoring

Cocoa	
Total Acidity	0
Acid-Fruit	0
Acid-Acetic	0
Acid-Lactic (vomit like)	0
Acid-Mineral-Butyric	0
Bitterness	
Astringency	
Fruit-Berries	0
Fruit-Citrus	0
Fruit-Dark tree (cherries, plum)	0
Fruit-Yellow/Orange Flesh (not citrus or tropical)	0
Fruit-Tropical (yellow)	0
Fruit-Dried	0
Fruit-Brown, mature (raisins, prunes)	0
Fruit-Over ripe	0
Floral-Wood	0

Master Evaluation Attributes

CoEx is derived from this master

0	Over ripe
0	Floral-Woodsy
0	Floral-Grassy (green)
0	Floral-Green vegetative
0	Floral-Earthy
0	Floral-Herbal
0	Floral-Mushroom
0	Floral-Orange blossom
0	Floral-Flowers
0	Floral-Perfumy
0	Woody-Light wood
0	Woody-Dark wood
0	Woody-Resin
0	Spice-Tobacco
0	Spice-Peppery, savory
0	Spice-Other
0	Bark-Wood
0	Nutty
0	Nut Skins
0	Sweet: Caramel / Panella / Browned sugar
0	Roast Degree (browned)
0	Mouldy

CoEx is derived from this master

0	Mouldy	0	Other Comments
0	Smokey		OVERALL SCORE 0 - 10
0	Hammy		Uniqueness 0 - 10
0	Raw		Cocoa
0	Leather		
0	Over Fermented-Rotten fruit		
0	Over Fermented-putrid		
0	Over Fermented-manure		
0	Dirty		
0	Other off flavor		
	Off Flavor Description		
	Other Comments		

36 Positive Attributes

10 Off Notes

2 Global and Overall

Master Evaluation Attributes

CoEx is derived from this master

Since 1990

- ICCO/CFC Fine Flavor Project
- CATIE Breeding for Monilia resistance
- USDA Mayaguez germplasm characterization (5 yrs)
- CIRAD-USDA-Guittard mapping SSR markers in Ecuador fine flavor collection (Loor)
- Dominican Republic country survey
- USDA SE vs Grafted Cocoa study

Peer reviewed publications and theses (MS and PhD)

Basis for 3 patent applications

Defined standard errors



Master Evaluation Attributes

CoEx is derived from this master

- 75,000+ liquor evaluations
- Covering cocoas from all producing locations in the world.



Marketing Cocoa Quality Recommendations to ICCO

6. Develop international guidelines on the use of GI (geographical indications) and how specific descriptive quality requirements must fit into this
7. Develop and support producer, trade, distributor, chocolate maker, and consumer education elements—our final consumer needs to migrate to a wine / coffee / craft beer understanding of flavor—and be able to talk about it.



Marketing Cocoa Quality Recommendations to ICCO

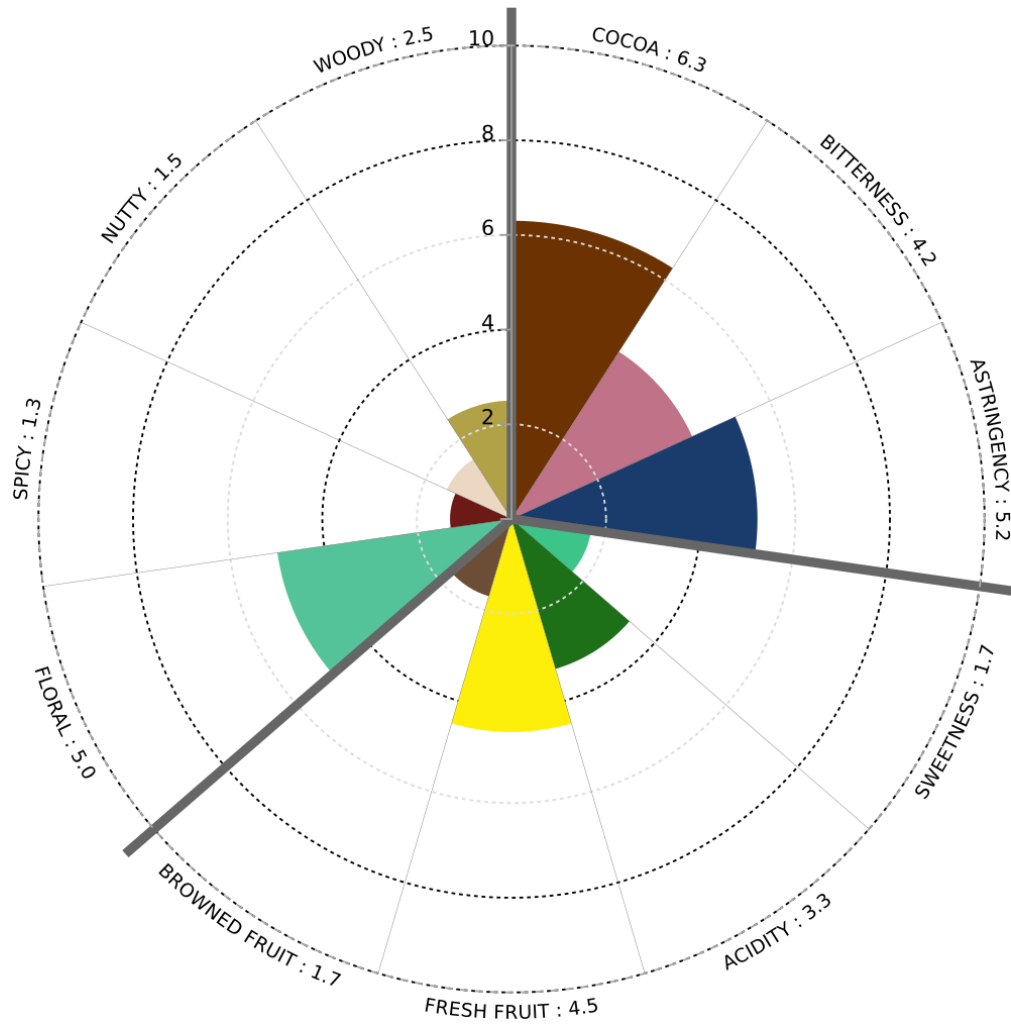
8. Develop and support educational programs that help all elements of the value chain understand the economics of delivering specialized flavour.
9. Particular focus on final consumer's understanding of value of flavour and how this connects to the farmer / producer.



Marketing Cocoa Quality Recommendations to ICCO

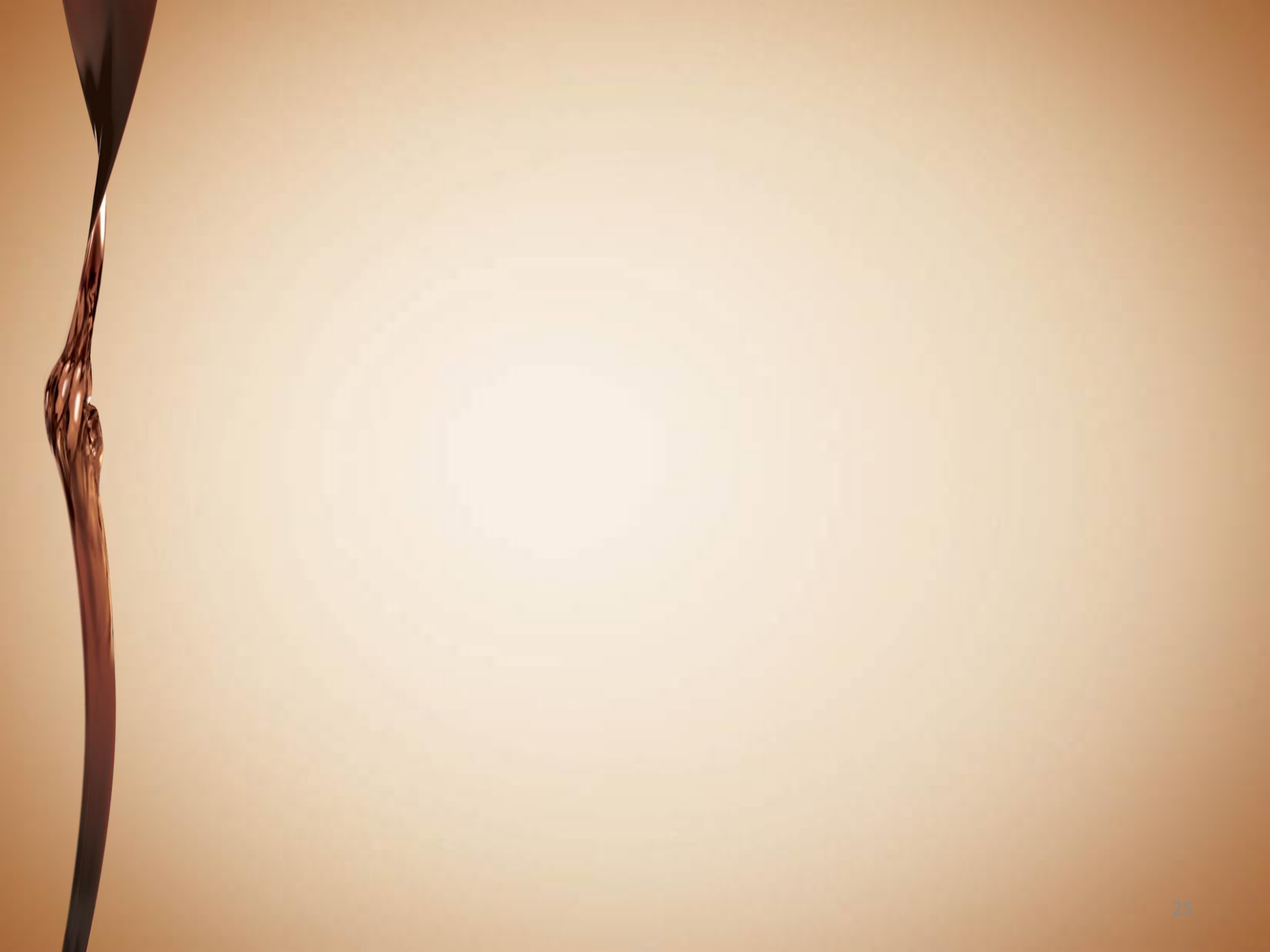
Build the **nobility** of chocolate while
maintaining its approachability for
everyone.

CoEx 038/15 – L



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Title

Content