

The role of flavour in a more diverse market

Servicing small scale customers and reaching chocolate eaters to grow the market











THERNATIONAL CHOCOLATE CHOCOLATE AWARDS



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

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Just to be clear ...

FLAVOUR OF <u>FINISHED</u> PRODUCTS





Why will customers buy fine cacao?

To make good tasting chocolate products!

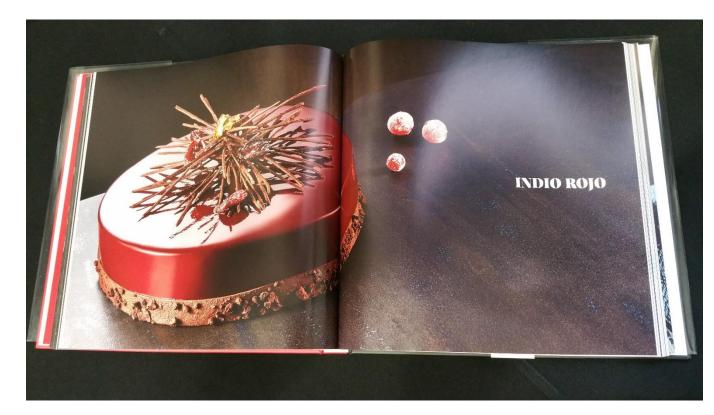


HOW DO WE DECIDE IF CACAO TASTES GOOD?



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!