

A close-up photograph of a single, bright yellow cacao pod lying on a bed of smooth, wet river stones. The stones are in various shades of red, pink, grey, and black, reflecting light from the water. The pod is positioned in the upper left quadrant of the frame, partially submerged in the shallow water. The background is a dense field of similar stones, creating a textured and colorful environment.

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

Revised

A Cultural
and Natural
History of Cacao
with Recipes



MARICEL E. PRESILLA

More than two hundred years ago, the great Swedish botanist Carolus Linnaeus christened the cacao tree *Theobroma cacao*, "food-of-the-gods cacao." Truly, chocolate is the closest thing we mortals have to ambrosia. But not all chocolate is created equal, a fact we instinctively know when we bite into an exceptional piece of chocolate. What qualities set artisanal chocolate apart from mass-marketed brands? How does chocolate impact our health? How will the rising popularity of microbatch chocolate affect the industry? To find out, *The New Taste of Chocolate, Revised* takes us on a journey beginning with the pre-Colonial Maya and Aztec chocolate culinary rituals, exploring the significance of cacao through the ages, up through groundbreaking contemporary genetic discoveries.

Going far beyond the scope of anything currently written about chocolate, this definitive illustrated reference has been revised and expanded to immerse chocolate lovers in the rich history and science of the cacao bean. Celebrated author, scholar, and chocolate expert Maricel E. Presilla introduces us to the broad array of cacao cultivars, meticulously covering the latest research, then explores the art of cacao farming and the people who dedicate their lives to cultivating the precious cacao pods. She also elucidates the harvesting, fermenting, and drying practices that create subtle distinctions in the tastes of particular strains of cacao. From the burnished reds and shocking yellows of the cacao fruits to the deep mahoganies and milky tans of the finished product, we follow cacao from bean to bar, each incarnation as luscious as the next.

More than just a cultural and natural history of our most coveted indulgence, *The New Taste of Chocolate, Revised* includes a new collection of Maricel Presilla's James Beard-nominated savory recipes plus sweet contributions from internationally renowned pastry chefs and chocolatiers. Presilla dissects buzzwords such as *single origin* and *estate grown*, illuminates chocolate trends gaining traction with manufacturers and connoisseurs, and predicts what the future holds for chocolate as a globally celebrated delicacy. With stunning new full color photography and rare archival prints throughout, this comprehensive and gorgeous book will help chocoholics cultivate an appreciation for the infinite subtleties of their favorite culinary delight.





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**

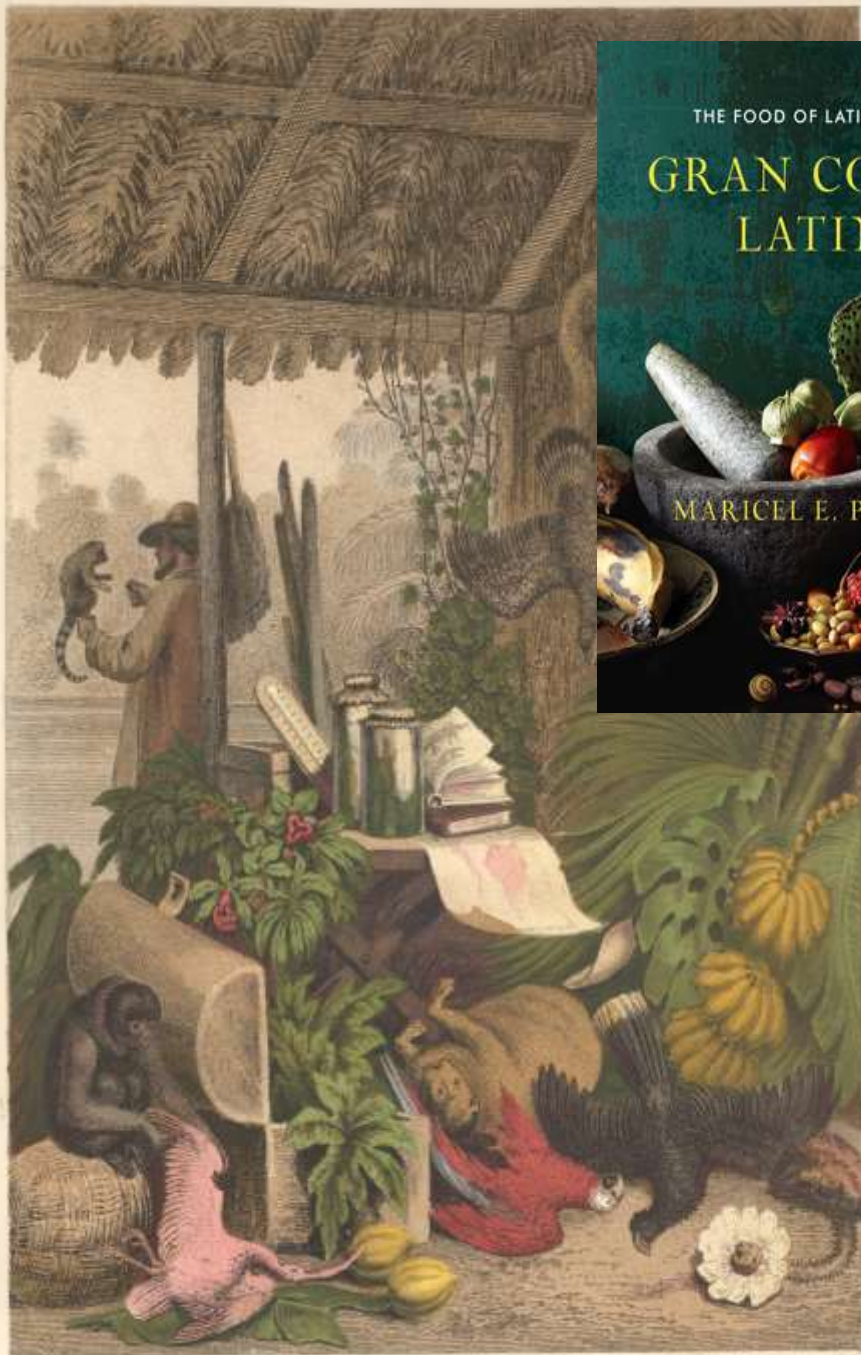
**Largest Competition: Americas and Asia-
Pacific in the Greater New York Region**

**Estimated chocolate samples that I have
eaten according to Martin Christy**

17,000

Pounds gained: ?





Art. Aristide E. Houdouart





Est. 1929

Chocolates El Rey

TRAINING ROUND: LESSONS IN COUNTRY BRANDING







RUTA DEL CACAO: COUNTRY BRANDING





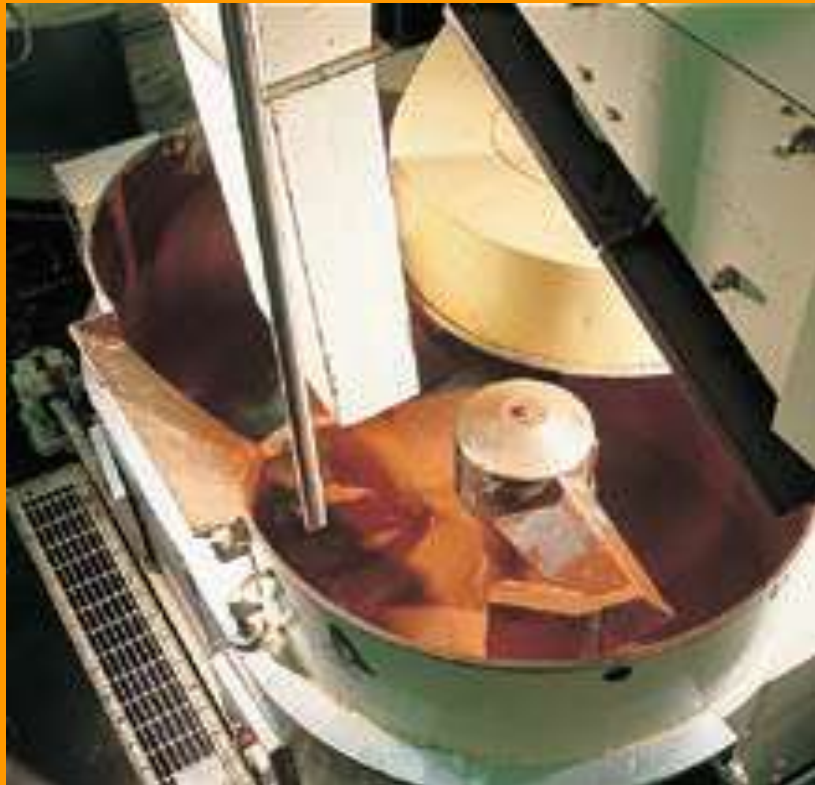
CREATING CULTURAL CONTEXT

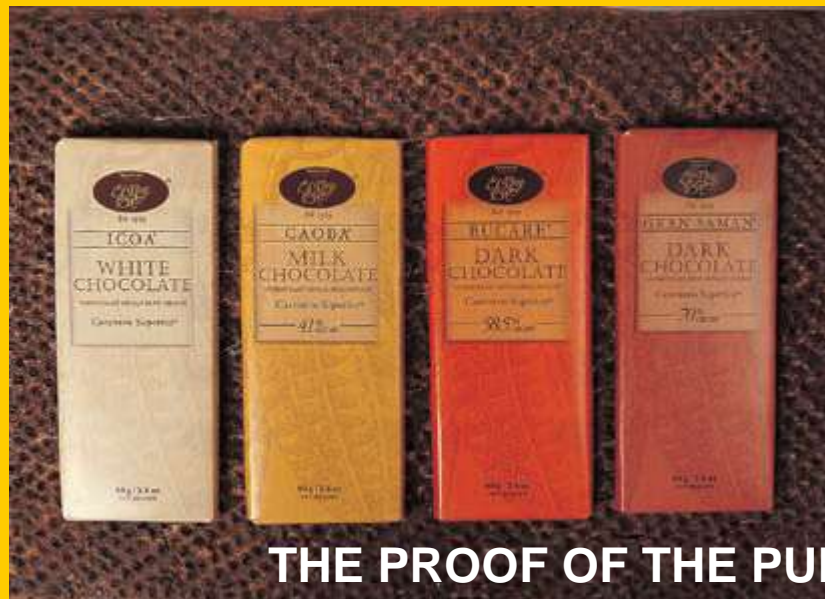


ADVENTURE









**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

[illegible]

**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**

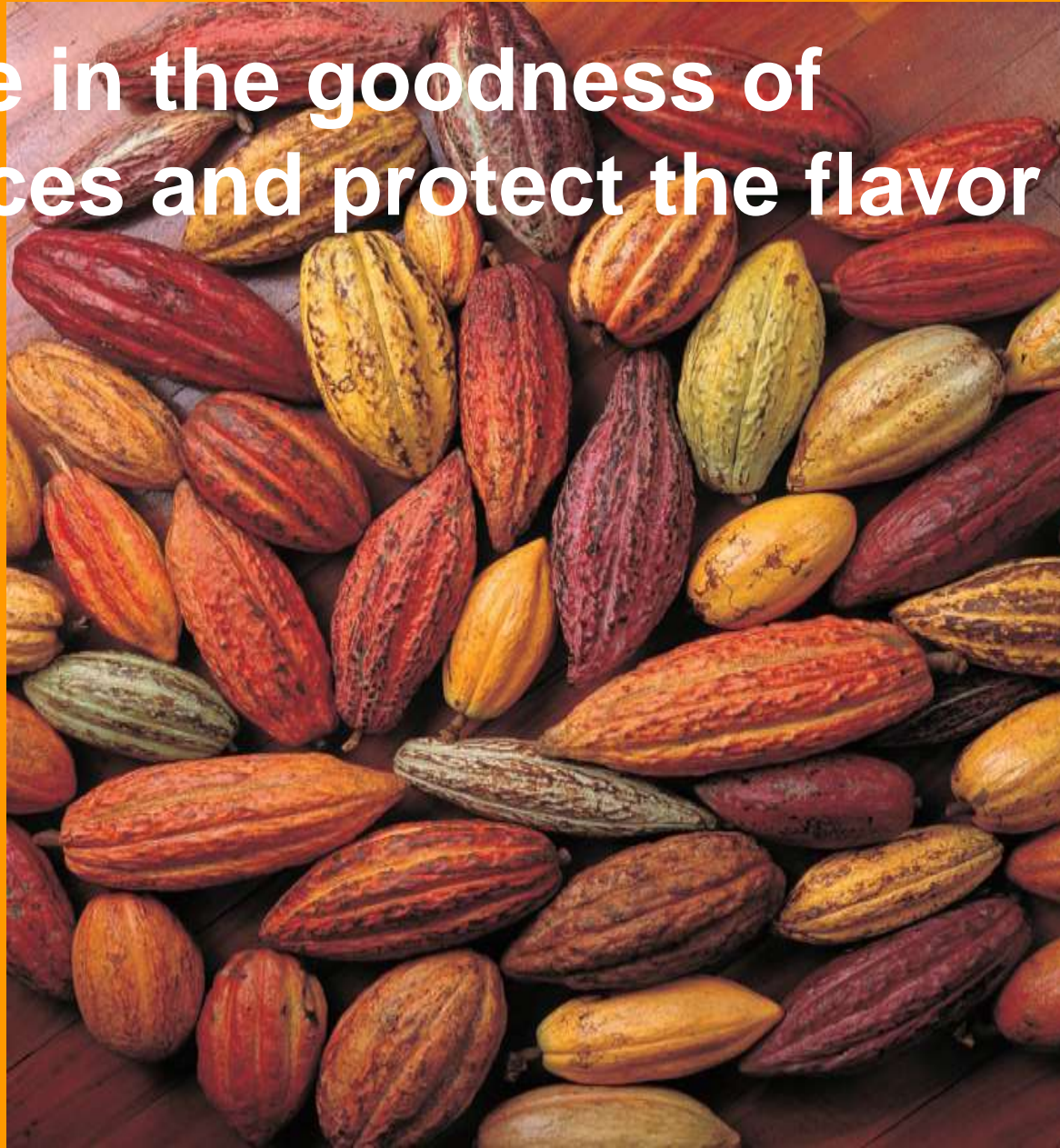


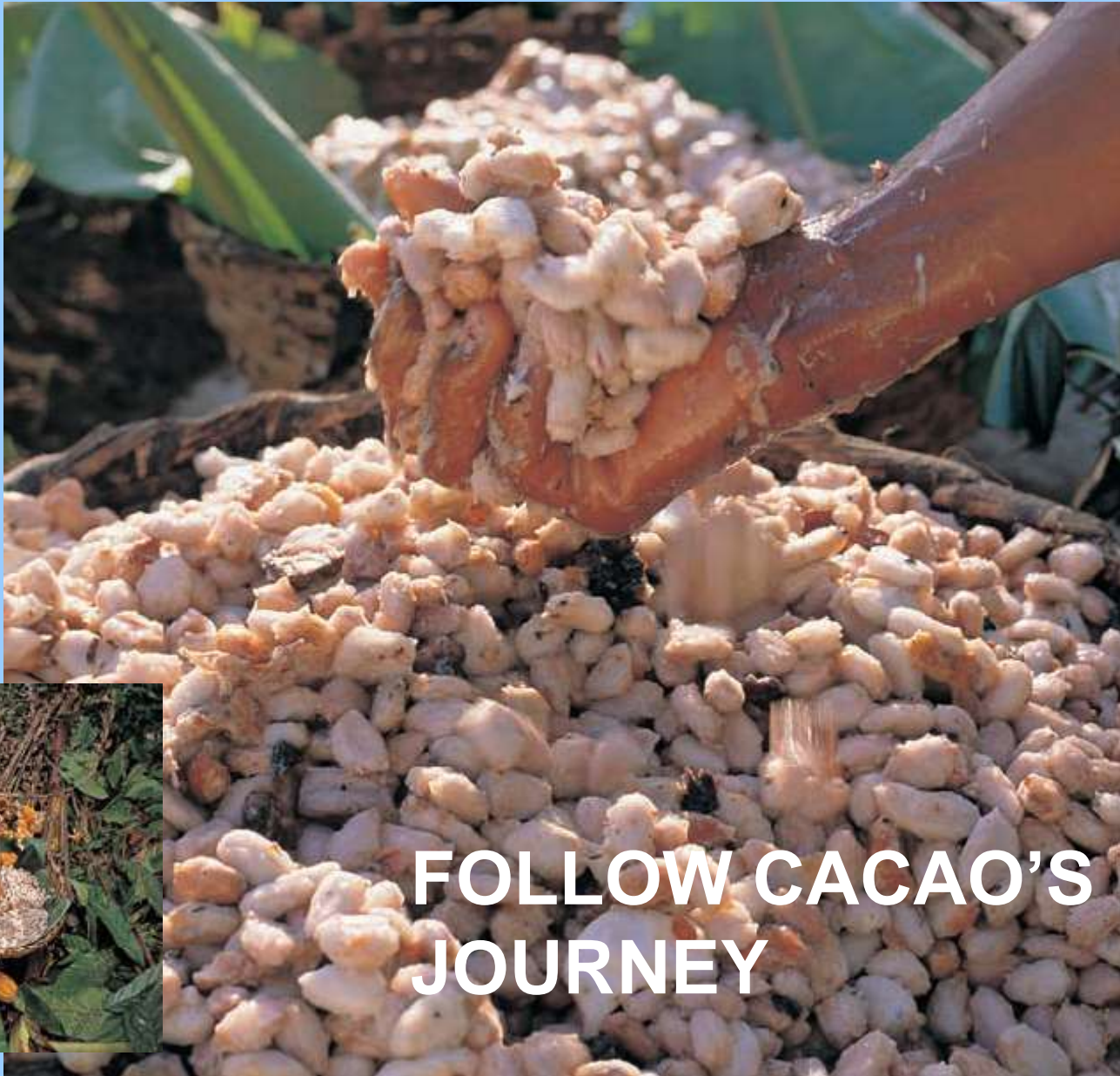


**Learn from the masters,
but trust your mouth**



**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

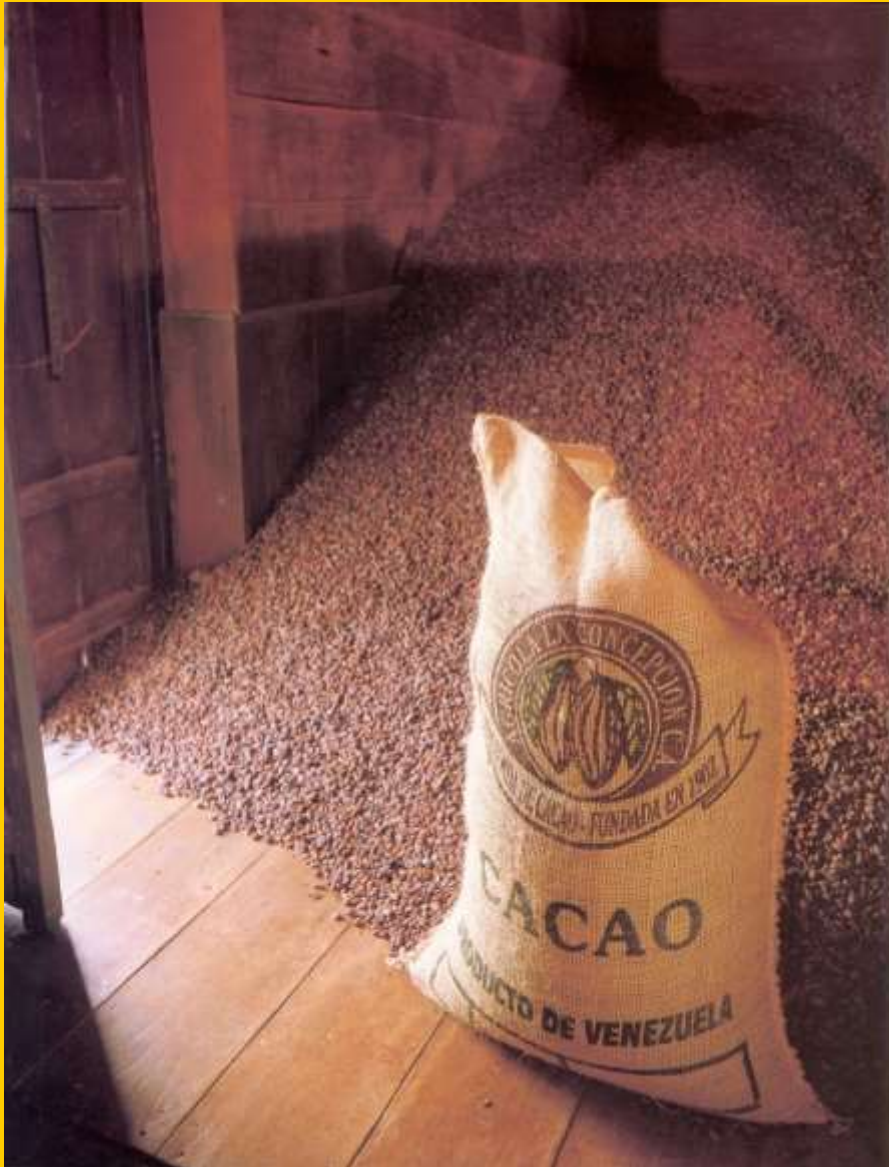
El Carmen and Cuyagua

Cluizel

Concepcion Grand Cru

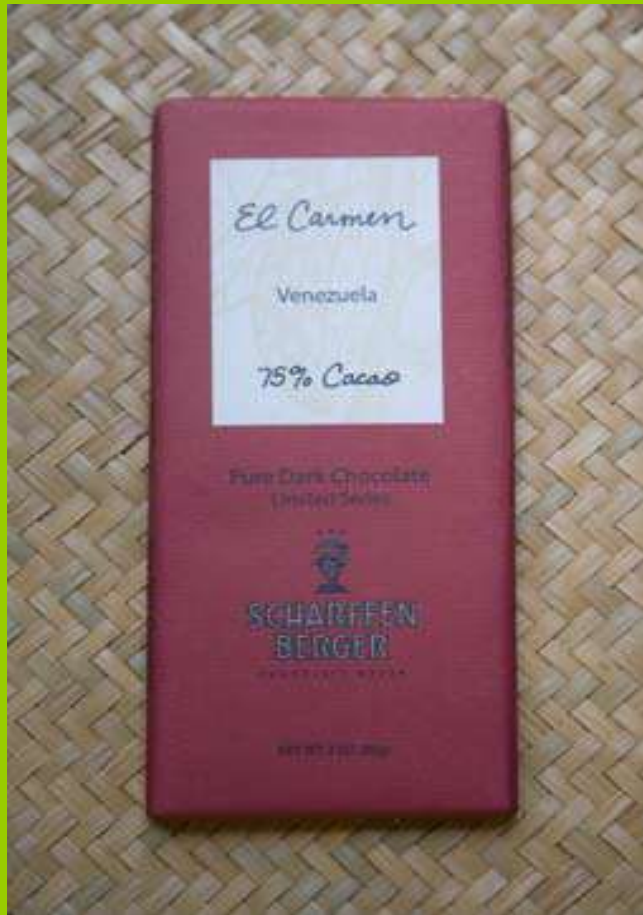
Amano Chocolate

Cuyagua and Montanya





GO FOR THE BAR



**LOOK FOR CREATIVE
PARTNERSHIPS**





**CREATE VALUE FOR YOUR
CLIENT**





Art Pollard AMANO



Instituto Nacional de Tierra (INT)
República Bolivariana de Venezuela

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

Metamorphosis Insectorum Surinamensium by Maria Sibylla Merian, 1705. This copper engraving shows cacao pods from the Dutch Guyana



The
Unexamined
Cacao is not
worth
Turning into
Chocolate

E BIRTHRIGHT AND PROMISE OF LATIN AMERICA CACAO AND CHOCOLATE





MACORIS

THE GRAN NACIONAL: AMAZONIAN LEGACY











INIAP 558











Arriñando's Energy
Our logo reflects the harmony between rain and
sunshine. This is our commitment. We create delicious
products with organic ingredients that benefit the
health of 3,500 cacao-farming families, 3,000 hectares
of rainforest, and you.
Consistent • Sustainable • Natural
Authentic • Original • Free to Bar





PT SECRET
INCAS

THE BE
OF



%
CAO







TSH 565









*Metamorphosis Insectorum
Surinamensium* by Maria Sibylla
1705. This copper engraving shows
cacao pods from the Dutch Guyana

