

Cacao based Drinks

CULINARY MASTERCLASSES

Chocoa 2025 - Culinary Masterclass

Date: Friday 7 February, 2025

Time: 11:30 – 13:15

Location: Keurzaal, Beurs van Berlage, Amsterdam



Exploring Cacao based Drinks

This masterclass is perfect for anyone in the coffee and beverage industry — from coffee shop owners and baristas to cacao traders and those looking to add new, exciting products to their menus. If you want to elevate your offering, discover the delicious world of origin cacao, and learn how to integrate sustainable, high-quality cacao drinks into your business, this is the masterclass for you.

Join Maarten van der Jagt, Tim Sloomweg (Ief&ldo Koffiebranderij) and Julia Kuin (Barista market developer at Oatly) in this exclusive masterclass where they will take you on a journey into the world of origin cacao in drinks. Discover its rich, complex flavors and learn how to create premium cacao drinks that rival the coffee scene. Whether hot or cold, these drinks are not only a treat for the taste buds but also a smart, sustainable business opportunity.

What You'll Learn:

Exploring the World of Origin Cacao

Understand the vast diversity of cacao, from single-origin to blends, and how these flavors can elevate your cacao & chocolate drinks. Learn how to work with high-quality cacao that's sustainable and flavorful, moving beyond the typical mass-produced, sugary options.

Sustainable Business Practices

Maarten van der Jagt will explain how introducing high-quality cacao drinks into your menu can create an attractive business case. With the growing demand for sustainable and ethical products, offering cacao drinks provides a strong, profitable opportunity. Learn how to improve your bottom line by integrating more cacao into your business, and the practical steps to make it happen.

Cacao & Coffee Pairing

Tim Sloomweg (Ief&ldo Koffiebranderij) will guide you through the unique intersection between coffee and cacao, exploring how to pair the two for the perfect drink experience. Unlock exciting new combinations that your customers will love and create an enticing offering that enhances both your coffee and cacao menus. Dive into various preparation and serving techniques for creating the perfect cacao drinks.

Oat Milk & Drinking Chocolate – A Perfect Pairing

Julia Kuin (Barista Marketdeveloper at Oatly) shares her experience in introducing oat milk into the coffee scene and how it pairs perfectly with drinking chocolate. Explore how this combination has become a favorite and how you can leverage this trend to create even more delicious, inclusive drinks for your customers.

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