



Chocolate Makers' Forum

February 21st and 22nd, 2019

08:15 – 17:00h

Amsterdam, Beurs van Berlage

Practical understanding of Chocolate making for producers and manufacturers. The venue where Chocolate makers unite to share experiences!

The seventh edition of the Chococoa's Chocolate Makers' Forum will take place over two days: One day dedicated to **Cacao** and another day to **Chocolate**.

In a talk/show format, hosts and guests will each give a quick introduction to the subject followed by open discussions and questions from the audience. Participants will be chocolate makers, machinery suppliers, chocolatiers, patissiers, and individuals who (want to) buy beans and process them or simply want to understand the practical details of Chocolate making from the bean.



THURSDAY 21 FEBRUARY

ALL ABOUT CACAO

08:15 **Registration at the Beurs van Berlage**

08:30 **Networking**

09:00 **Opening**

09:05 **The bitter and the sweet: Demystifying Africa**

Let's unveil the bitter and the sweet side of Africa. What role do certifications play in this region? To what extent do the certification programmes help or harm?

Single origin quality from West Africa, is that possible? What would that mean from an environmental and transparency point of view?

We will demystify the cocoa sector in Ghana, Côte d'Ivoire, Cameroon and Tanzania and tie it up with liquor tasting from this region!

Moderator: Simran Sethi (creator of the award-winning chocolate podcast, The Slow Melt, and author of Bread, Wine, Chocolate: The Slow Loss of Foods We Love)

Speakers: Antonie Fountain (Voice Network), Greg D'Alesandre (Dandelion), Simran Bindra (Kokoa Kamili), Michael NDoping (Cameroon), Alexander Bellion (Cameroon), Stephen Ashia (Ghana).

10:30 **Guided Tours and matchmaking**

Chococoa's Trade Fair is an international meeting hub for companies dedicated to the cacao business. Following the cocoa sourcing session, the tour will be the perfect opportunity to visit the stands and get to know our bean exhibitors.

12:30 Flavour development: Genetics and post-harvest

What are the contributions of genetics and post-harvest to the flavours in cocoa? We currently know that the different flavour notes present in our chocolate bar come from different sources: climate, terroir, genetics of trees, maturation of the pods, fermentation and drying as well as factory processes. All of these will play a major role in defining the personality of your chocolate. This session will focus on understanding genetics and post-harvest and the repercussions of their impact on flavour development.

Moderator: Simran Sethi

Speakers: Darin Sukha (Cocoa Research Centre), Ed Seguire (Cocoa and chocolate advisor) TBC, Naailah Ali (Cocoa Research Centre) TBC. More to be announced soon!

14:15 Bean Quality – Part 1: Evaluation, practices, techniques

What parameters should be taken into account when assessing the quality of beans? What does a cut test really reveal? A live cut test and tasting will provide a deep-dive into the practicalities of such analysis. Experts in the field will lead the discussion about the different practices on the farm used to produce quality beans and demonstrate how can cocoa buyers evaluate the results.

Moderator: Emily Stone (Uncommon Cacao)

Speakers: Carla Martin (FCCI), Brigitte Laliberte (Scientist, Cacao Genetic Resources and Diversity), Lars Saquero Møller (Ingemann), Maria Salvadora Jimenez (Daarnhouwer).

15:10 Bean Quality – Part 2: Cadmium regulations

With respect to new cadmium legislation, what can be done on the farm to reduce contamination of heavy metals and other substances? What actions have already been taken and what does research teach us?

Moderator: Emily Stone (Uncommon Cacao)

Speakers: Silke Elwers (QA manager at the Lübeck Marzipan Factory), Mirjam Pulleman (cadmium expert, Wageningen University)

16:45 Networking in the Trade Fair

Optional:

18:30 Chocoa Dinner at Hilton Amsterdam (*please buy a separate dinner ticket*)

About 250 business/industry participants and sponsors will enjoy a unique and inspiring cocoa- and chocolate-themed menu. Join us for one of the most important networking events for the cocoa and chocolate industry. Dinner is not included in the Chocolate Makers' Forum ticket, please mail to dinner@chocoa.nl for reservations.



FRIDAY 22ND OF FEBRUARY

ALL ABOUT CHOCOLATE

08:30 **Networking**

09:00 **Opening**

09:05 **Chocolate Making: Defining your recipe and getting well tempered!**

Manufacturing choices must be determined by the product you want to make. These choices can really make a difference to the final product. What are the critical control points? What are the parameters you have under control? In this session some practical challenges will be shared when using different types of ingredients (cane sugar, coconut sugar, etc.) and how to change your recipe in such a way that your chocolate rheology remains consistent. Peers from the industry will share their views on machinery and challenges faced in production. How does tempering affect the shelf life of chocolate: overtempered? Undertempered?... better well tempered! Lipid experts will lead discussion on the science of tempering.

Moderator: Clay Gordon (The Chocolate Life)

Speakers: Mikkel Friis-Holm, Estanich Grant Pinilla (Manifesto Cacao), Sebastián Faura (Cocama), Paulina Garcia (Loders Crokiaan), more to be announced soon!

10:15 **Guided tours**

These tours will focus on meeting other chocolate makers and machinery exhibitors. Take the time to connect and network!

12:30 **Key step of the chocolate chain: Marketing and retailing!**

Specialty chocolate makers have small marketing budgets compared to the bulk industry. How to get the best out of your buck? A good marketing strategy will help you find customers! In this session, practical tools and tricks will be shared to boost the exposure of your brand. We will dive into chocolate awards and seek to understand the role they can play on sales.

Moderator: Clay Gordon (The Chocolate Life) & Spencer Hymann (Cocoa Runners)

Speakers: Spencer Hymann, Martin Christy (International Chocolate Awards), Sarah Jane Stayns (Academy of Chocolate) TBC, more to be announced soon!

14:00 **Economics on the chocolate business: Choconomics**

Can you make a sustainable business out of specialty chocolate? Chocolate makers, retailers and brokers will share their perspective. We will also touch base on up-scaling business models and tricks on how to deal with the growth.

Moderator: Clay Gordon (The Chocolate Life)

Speakers: Spencer Hymann, Mikkel Friis-Holm (Friis-Holm Chocolate), Alistair Gower (Chocolate Tree) and Nate Hodge (Raaka Chocolate).

14:30 **Closing remarks**

15:30 **Live Cocoa Bean Auction**

16.00 **Happy hour at the Trade Fair: Drinks and Networking**

Join us in celebrating the high bids of the LIVE auction and keep networking at the Trade Fair!