

EVENT: Chocolatiers Masterclass

DATE: February 21st 2019

TIME: 9:30 – 14:00

LOCATION: Beurs van Berlage, Amsterdam, the Netherlands

Chocolatiers, immerse yourself in the world of cocoa & chocolate!

After a successful first edition last year, we welcome (semi-)professional chocolatiers, patissiers and students to the Chocolatiers Masterclass at the Cocoa Fair of Chocoa 2019!

Talk with experts about the newest updates, learn how to **work from the bean** with impact on economical value and targeting an enhanced flavour identity, take some tips and techniques from an expert chocolatier, follow a tour over the **Trade Fair** and discover many origins of cocoa. To mark the end there will be a **bean to bar demonstration** not to be missed!

THURSDAY 21ST OF FEBRUARY

09:30 **Registration at the Beurs van Berlage**

10:00 **Developments in sustainable chocolate, Jack Steijn**

10:15 **The bean to bar movement by FBM, Umberto Boscolo**

10:30 **Full bean chocolate Demo, the economical value and enhanced flavour identity**

The process of chocolate making from full beans with the focus on waste reduction and the use of organic quality ingredients By Charles Wailly – Kitchenroots

11:30 **Chocolate Design - Modern Techniques**

Design techniques applied to polycarbonate molds with the airbrush machine by Maria Fernanda Escalona (@mariafernandaescalona)

12:30 **Improve your sales with Professional and Marketing tools, the importance of packaging and its best practices**

How to activate your sales in a competitive environment ? Learn tips and tricks by Laurence Koutny and Anneke Oude Kotte from the ART OF CHOCOLATE in Belgium.

13:15 **Guided tour on the Trade Fair – Bean to Bar demo**

14:00 **End of the programme**