

Chocolate Makers Forum

Thursday, 20 February 2020

This edition of the chocolate makers forum aims to gather chocolate makers (current, present and future) from all around the world for sharing and inspiring from each other's experiences. The questions to answer will be how to start, keep, and stay successful in the market. In addition, it will explore the trajectory of other craft /specialty sectors and reflect on how similar concepts could be used in the craft chocolate sector. Emphasis will be put on interactive discussions to promote brainstorming among the participants.

09:00 Registration, Cocoa, Coffee or Tea

09:30 Creating impact through sourcing strategies

Let's create awareness and guide future and current chocolate makers on the social and environmental impact of the choices made during sourcing and how these choices also represent value for their products.

Moderation by Mariana de la Rosa.

Speakers include: Per Vonk (Mesjokke), Brian LoBue (Kokoa Kamili), Anders Prien (Original beans). Other speakers still to be confirmed.

10:30 Break

11:00 Continuation of Session 1

12:00 Lunch

14:00 Behind the Bars

Interact with renowned chocolate makers from all around the world, listen to their story, ask questions about their business and get inspired.

14:30 Graft the Craft: Benefiting from other sectors experience

Keynote speakers from the craft beer and specialty coffee, among others, will offer insights on the factors contributing to the growing of their market. Thus, during the discussion session, the forum participants can reflect on the learning points to be extracted from these sectors and discuss whether or not similar concepts could be used in the craft chocolate sector.

Speakers include: Spencer Hyman, Guido van Staveren (Moyee Coffee), other speakers to be confirmed.

15:30 Break

16:00 Continuation session 2

17:00 Guided tour on the exhibitors' floor

19:00 (Optional) Chocoo Dinner at the Hilton Amsterdam

(separate registration required; package deal available)

Friday, 21 February 2020

09:00 Registration, Cocoa, Coffee or Tea

09:30 Building a sustainable craft chocolate sector

In the format of a panel discussion, successful craft chocolate businesses from all around the world will share their experiences addressing questions such as how to stay successful in the market and bringing to the discussion factors that have worked (or not) for them. Insights on the craft chocolate market from other participants in the chain such as the distributors will also enrich the conversation.

Speakers include: Gustavo Ferro, Dennis van Essen (High five company), James Le Compte (To'ak), Jael Rattigan (French broad chocolate), Kathy Johnston (Mirzam), Jenny Samaniego (Conexion chocolate), other speakers still to be confirmed

10:30 Break

11:00 Continuation of Session 3

12:00 Lunch

13:30 Behind the Bars

Interact with renowned chocolate makers from all around the world, listen to their story, ask questions about their business and get inspired.

14:00 Beyond the Bar: Products other than chocolate bars

Let's explore the cacao and chocolate market. What other products besides chocolate bars are interesting in this sector? What are the opportunities and challenges for these products?

Speakers: Clay Gordon, Marika van Santvoort (Freebird), other speakers to be confirmed

15:00 Break

15:15 Continuation of Session 4

16:00 Guided tour on the exhibitors' floor

16:30 Heirloom Cocoa Auction

Chocoo will host a Heirloom cocoa Auction, encouraging a new way of de-commoditising cocoa and valuing quality. Producing high quality cocoa deserves a higher price.

17:00 Drinks