



**INTERNATIONAL COCOA ORGANIZATION**



## **Invitation to the Fine Flavour Forum at WCC4**

*Sunday 22 April 2018, Maritim Hotel Berlin, Berlin, Germany*

*From niche to mainstream: spreading the taste for fine origin cocoa and quality chocolate to new and larger markets*

Dear colleague,

The International Institute of Chocolate and Cacao Tasting, in partnership with the International Cocoa Organization, would like to invite you to the Fine Flavour Forum, held to promote understanding of fine flavour cacao and to address some of the issues currently of interest to fine cacao countries.

The Forum takes place on the first day of the Fourth World Cocoa Conference in Berlin (22 - 25 April) and is open to all delegates attending the main Conference.

The Forum will look at the emerging high-end chocolate sector and how this market could help fine cacao countries to develop, both internationally and in their internal markets. At the same time, we will address the reality of the current size of the market for premium-priced fine cacao and how the fine cacao countries can develop strategies to promote themselves as origin brands and directly reach retail consumers. One way to approach this is through creating standards for defining flavour and quality and the forum will look at some of the recent initiatives in this area.

Other topics covered will include: the new EU legislation on cadmium and how this will affect the fine cacao segment in many fine cacao origin countries and the fine chocolate consumer response to the new regulations; the latest developments and innovations in some of the leading fine cacao countries; and whether ethical certification schemes are working for fine cacao.

The final plenary session will look at the market for fine cacao and chocolate in Germany and include a number of German chocolate producers. This will be followed up by round

table discussions to explore the day's topics in more detail, after which the concluding session will include a tasting of winners from the International Chocolate Awards, highlighting one way in which the market can be developed to reach consumers.

Speakers will include representatives from fine cacao countries, analysts, fine-chocolate makers, independent tasters, experts and retailers. The Forum plenary sessions will include simultaneous translation into English, Spanish and French. Round tables will be held in both English and Spanish where possible.

*The International Institute of Chocolate and Cacao Tasting (IICCT) aims to further world-wide understanding of flavour and quality in fine cacao and fine chocolate through its sensory flavour profiling systems and programme of tasting and technical courses.*

*All registered delegates to the World Cocoa Conference are welcome to attend, but those not otherwise attending the Conference should print this invitation and bring it along with them for admission to the Forum.*

### **Date, location and programme**

*Sunday, 22 April 2018, 9.00 – 17.15*

*Berlin Room B*

*Maritim Berlin Hotel*

*Stauffenbergstraße 26*

*10875 Berlin*

*Germany*

#### **9:00 Introduction, Opening Remarks**

Dr. Jean-Marc Anga, Executive Director, **ICCO**

Martin Christy, Director, **International Institute of Chocolate and Cacao Tasting (IICCT) & International Chocolate Awards, Seventy%**, President, **The Chocolate Way (UK)**

#### **9:10 Recognising Excellence: Challenges and Developments since the 2016 Fine Flavour Forum — strategies looking into the future**

Dr. Maricel E. Presilla, Founder, **International Institute of Chocolate and Cacao Tasting (IICCT) & International Chocolate Awards, Gran Cacao Company, FCIA**, James Beard award-winning chef and author of 'The New Taste of Chocolate' & 'Peppers of the Americas', Chef and Culinary Historian

#### **New Responses to Address Various Market Issues (discussion follows at 15:50)**

#### **9:30 Standards and tools for evaluating fine cacao and chocolate**

Dr. Darin Sukha, Research Fellow, **Cocoa Research Unit, University of the West Indies** (Trinidad and Tobago)

Dr. Alex Rast, **University of Southampton, International Institute of Chocolate and Cacao Tasting (IICCT), Seventy%** (UK)

Martin Christy, Director, **IICCT (UK)**

Maricel Presilla, Founder, **IICCT & International Chocolate Awards, Gran Cacao Company, FCIA** (USA/Cuba)

*(Table 1 for Roundtable discussion at 15:50)*

**10:10 Bertus Eskes** (Fine Cacao Consultant): **Unveiling a sensory treasure trove in *chuncho* — a Peruvian cocoa native**

Presented by Luis Mendoza Aguilar, Gerente Asociación Peruana de Productores de Cacao

**10:25 Panel: How Fine Flavour cocoa can increase farmer income / Productivity and Profit — and is there a role for certified and ethical products?**

Martin Christy, **IICCT** (UK) (Moderator)

Frank Homann, Founder and CEO, **Xoco** (Honduras/Denmark)

Guido Castagna, Award-winning artisanal bean-to-bar chocolatier, giandujotti maker, author, TV personality (Italy)

Warren Hsu, CEO, Executive Chef and Chocolate Maker, **Fu Wan Chocolate Resort** (Taiwan)

Dr. José Antonio Martínez Rojas, In Charge of Policies and International Agreements, National Cocoa Board

*(Table 2 for Roundtable discussion at 15:50)*

### **11:10 Cocoa Break**

**11:30 Examining the increase in small-scale production: can cocoa emulate the rise of speciality coffee?**

Luis Mancini, Owner, **Cacaotales** (Venezuela/Peru) (Moderator)

Mikkel Friis-Holm, Award-winning bean-to-bar chocolate maker, Chef (Denmark)

Spencer Hyman, **Cocoa Runners** (UK)

*(Table 3 for Roundtable discussion at 15:50)*

**12:00 Assessing the threat from cadmium legislation on fine cocoa origins and on small chocolate makers**

Esteban Tinoco, Economist, **International Cocoa Organisation (ICCO)** (Ecuador)

*Comments on behalf of the Development sector by Federico Vignati, Ejecutivo Principal / Ambiente y Cambio Climático of **CAF** (Peru)*

*Comments on behalf of the Farmer by*

*Comments on behalf of the retailer by Michaela Schupp, Owner **Chocolats-de-luxe.de**, online fine chocolate retailer (Germany)*

*(Table 4 for Roundtable discussion at 15:50)*

### **12:30 Lunch**

**Latest Developments in some of the most innovative Fine Flavour origins: (government and/or industry representatives)**

**13:50 Building blocks and collaborative networks for mainstreaming Latin American Fine Flavour cacao**

Federico Vignati, **CAF** (Peru)

**14:00 Nicaragua** H.E. Mr. Orlando Solórzano, Minister of Development, Industry and Commerce

**14:10 Ecuador** H.E. Rubén Flores Agreda, Minister of Agriculture and Livestock

**14:20 Dominican Republic** H.E. Mr. Federico Cuello, Ambassador to the United Kingdom and Northern Ireland

**14:30 Madagascar** H.E. Mr. Andry Tiana Ravalomanda, General Director of Foreign Trade

**14:40 Peru** *Peruvian Fine Cacao, Biodiversity and Quality*

Luis Mendoza Aguilar, Gerente Asociación Peruana de Productores de Cacao

**14:50 New Approaches to Promoting Quality Chocolate: The View of Successful Suppliers to the German Market**

Michaela Schupp, *Chocolats-de-luxe.de*, Hanover (Germany) (Moderator)

Ciaran Close, **Hover Chocolates**, Rostock (Germany)

Iveta Kilianová, **Hover Chocolates**, Rostock (Germany)

Katharina Zeilinger, **Belyzium Craft Chocolate**, Berlin (Germany)

Angela Evers, **Evers & Tochter** Hamburg (Germany)

**15:30 Cocoa Break**

**15:50 Roundtable Discussions**

*Table 1: Standards and tools for evaluating fine cacao and chocolate*

*Table 2: Productivity and profit, certification and ethical products?*

*Table 3: Marketing for end consumers*

*Table 4: Cadmium legislation and its effect on the fine cacao and chocolate sectors*

**16:50 Forum Closing Session and Introducing the World's Finest Chocolate**

*Meet the Winners of the International Chocolate Awards and hear why they won. Hear descriptions and join tastings, with award-winning chocolate makers and the farmers that grew the cacao*

**17:15 Forum ends**

**17:15 Exhibition inauguration ceremony (Exhibition)**

Dr. Jean-Marc Anga, Executive Director ICCO

Friedrich Wacker, German Federal Ministry of Agriculture and Food

**17:30 - 18:45 Fourth World Cocoa Conference Welcome Reception (Exhibition)**