

Culinary

Entrepreneurs

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A magazine for the food, hospitality
and tourism entrepreneurs by



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Nini's New Brand

Odissi face painting with
chocolate by Gerhard Petzl,
known for his chocolate sculpture.

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zChocolat has grown to have a
global presence by focusing on
online gifting, personalisation
and presentation.

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Indian chocolate makers are
now crafting chocolate from
bean to bar.

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Jen Lindsey-Clark, chocolate
sculptor has created a life-size
figure of Timothée Chalamet as
Willy Wonka, a character from
Roald Dahl's famous fictional
novel 'Charlie & The Chocolate
Factory'.

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Editorial



Happy Valentine's Day!

The heart-shaped chocolate first came to be in the 1860s as Richard Cadbury first came up with the idea to boost sales and advertising of the product. Chocolates and candy boxes remain one of the most popular gifts in the world.

zChocolat is an international expansion case study of a local brand that has gone global with its positioning as a chocolate gifting company that incorporates ecommerce, personalization and extremely attractive packaging.

The lead story of the magazine covers some of the world's best chocolate artists who create beautiful pieces of chocolate art from corporate gifts to public art sculptures, with their tips for aspiring chocolatiers. In another interesting article for chocolate professionals and entrepreneurs, Chef Pratik tells us about global and Indian chocolate trends.

The craft chocolate movement is rising in India as chocolate makers realize the importance of bean-to-bar chocolate making to control the entire process of the chocolate roasting, grinding, conching, tempering, and molding.



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THE CHOCOLATE ARTISTS

Chocolate artists make beautiful hand-carved sculptures using chocolate mass.



"The Royal Feast baroque table" in chocolate by Gerhard Petzl, Harbour City, Hong Kong, China.

KIRSTEN TIBBALLS

An Australian pastry chef and chocolatier. Kirsten Tibballs has represented Australia at world championships and as a judge for global competitions. In 2002 Tibballs founded Savour Chocolate and Patisserie School in Brunswick, Melbourne. In June 2017, Tibballs released her first app, Mix n' Make, a game where the user can create unique recipes and flavour combinations for éclairs, tarts and macarons. The user can then download a recipe book of own creations.





I have always enjoyed the artistry of chocolate and pastry work – there’s a real creative freedom because chocolate is so versatile, you can really achieve anything with it.

I say there are three main challenges to working with chocolate: Temperature, the impact of humidity, and the temptation of eating as you go!

Some personal highlights of my career would have to include presenting the final challenge on MasterChef Australia, taking on the role of President of the Jury of Taste at the World Chocolate Masters in 2022, and of course, publishing three cookbooks – my most recent being Chocolate All Day which was launched late last year.

Flipping the script and becoming a contestant on Dessert Masters was an amazingly creative

experience. Being pushed to create different concepts with very little time to plan them was both challenging and creatively satisfying.

If I have to name my favourite creations, I have to say my ‘caviar’ from the Dessert Masters chocolate challenge. This was inspired by an interest in creations that make you question reality. Is it a tin of caviar? Oh, it’s chocolate! Can you eat the tin?

I started Savour, located in Brunswick, Melbourne, as a school and retail space dedicated to bringing you all things Chocolate and Patisserie with hands-on classes where you can join us for the ultimate learning (and eating!) experience.

Savour also offers brilliant Online Classes memberships – an on demand, ever-growing library of tutorials with recipes for beginners through to



professionals. With a new tutorial each week, Savour Online Classes is the ultimate educational tool to stay up to date with the latest chocolate and patisserie trends and techniques from all over the world.

Savour Chocolate & Patisserie School also has a retail team

dedicated to stocking everything you need to create amazing chocolates and pastries – from specialty ingredients and equipment, to cookbooks and moulds. Customer’s love coming in to visit the store in person, but we also have a convenient online store that offers world-wide delivery.

Creating mouth-watering concepts for Savour’s Online Classes is a constant labour of love for me. The year is young and there are so many exciting things I’m working on in the background, so keep an eye out!

Tips:

While chocolate really is one of the most exceptional (and delicious!) ingredients to work with. Aspiring chocolatiers and

chefs must remember that quality is a key when working with chocolate. Select chocolate that contains cocoa butter instead of vegetable fats.

Also, master the technique of tempering – it is quite easy once you know how! From there, you’ll find there really aren’t any limits to what you can create with chocolate.

The industry evolves very quickly, so being open to learning is so important. Always look for ways to further your knowledge and skill set. Even if you do something brilliantly, don’t just fall back on what you’ve already mastered. It’s essential to work on new ideas.



GERHARD PETZL

After his Master exam for Confectionery and Pastry Arts (1994) in Austria, Gerhard Petzi worked as a Pastry Chef for some of the best hotels in the world and also on a cruise liner, the MS Europa which is considered as one of the best vessels in the world. He has won many awards and accolades for his handmade chocolates.

started my Masterclasses of Art & Design in the sculpturing section.

To explain the bumpy start a bit better, we need to go back in time to the year 1994, after I had received my master exam diploma. At that time, I had just returned from my last workplace in Istanbul, Turkey, and remember having used a beige plastic notebook which I could purchase in a used condition via



© Photos Gerhard Petzl.com

I had not planned on being a chocolate artist per se, it evolved over the years, but it started with the need of

delivering showpieces for special events as a Pastry Chef in 5-star hotels. 12 years later, I decided to dive deeper into art and

a friend, and I wrote letters in MS Dos. At that time, I had no mobile phone and there was no internet, YouTube had not been

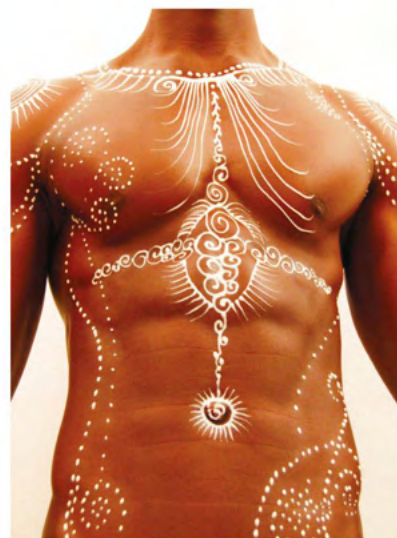


founded yet, therefore, there were no videos I could look at and for sure, there were no books about chocolate carvings at all. In my little chocolate bubble, I was on my own with the strong desire to carve sculptures out of solid blocks. I had no clue how but that was the ultimate challenge I wanted to overcome, as I felt like a misunderstood alien, having landed on planet earth with those

strange intentions of mine. The big challenges of working with chocolate are high temperatures and moisture seen as the main enemies while working with chocolate but there are many more: Infestations of insects, accelerated aging processes of such a medium, fragility, material price per kg (as a bigger sculpture weighs easily 200 kg, which also brings

transportation issues), if you ship such items to other countries. What will you tell the insurance company how you can guarantee no breaking of your sculpture? It is a luxury product to work with and must be enjoyed in the moment. Living in the now, ZEN-like, so to say.

Each award and prize comes along with a long story paired to it, which means sleepless nights,





hard work over weeks or months, exploring new fields or techniques and once you have achieved something and people are recognizing your work with any kind of award or prize, it is highly appreciated from my side. Speaking of achievements in a team: winning gold for my chocolate showpiece at the Culinary Olympics as a Member of the National Team in Singapore was and is something special for me and will remain as one of my lifetime achievements. As an independent entrepreneur with my, back then, newly-created chocolate Start-up company in Salt Lake City, Utah, USA, it felt very special to have won within the first year Gold for “Best truffle” at the Luxury Chocolate Salons in Boston, Chicago and Las Vegas, USA, and at the same time I have received 21 other awards.

I have two favourites: The chocolate table in Hong Kong, China

The complexity of creating a 5-m long baroque table with more than 2,500 single pieces, then assembled to one giant masterpiece was quite a task to complete. It took me six months pre-preparation time in Sydney (I lived in Australia at that time), all the pieces were then packed and flown express overnight to Hong Kong and with my Austrian Assistants team we completed the work within one week directly in the gallery. The beauty and complexity of this final artwork has not been copied by anyone so far until today. I have also published a book with “behind-the-scenes” info and pictures to better understand the necessities of the “HOW was it done?”.

The chocolate Universe, Halle, Germany.

As a part of the new "Halleoren" chocolate museum upgrade, I could also create a freestyle chocolate "universe", solely dedicated to my concept of the natural process of ageing, where the moving ball in the center creates shadow games which look like gears of a clockwork and showing the movement of time. The ageing process within such medium of chocolate becomes visible therein. I used hundreds of different parts in white, milk, dark and coloured chocolate from 4 different continents, some chocolate crystals even having aged already for more than 9 years. That means, my personal chocolate universe and the different locations I worked at around the globe are merged



together into one big artwork and will hopefully be enjoyed by hundreds of thousands of visitors over the next 10 years.

Showing the different techniques of working with chocolate should also demonstrate the possibilities of such a medium outside the kitchen and have an educational character.

After having worked with chocolate for over 20 years, I realized that I didn't know

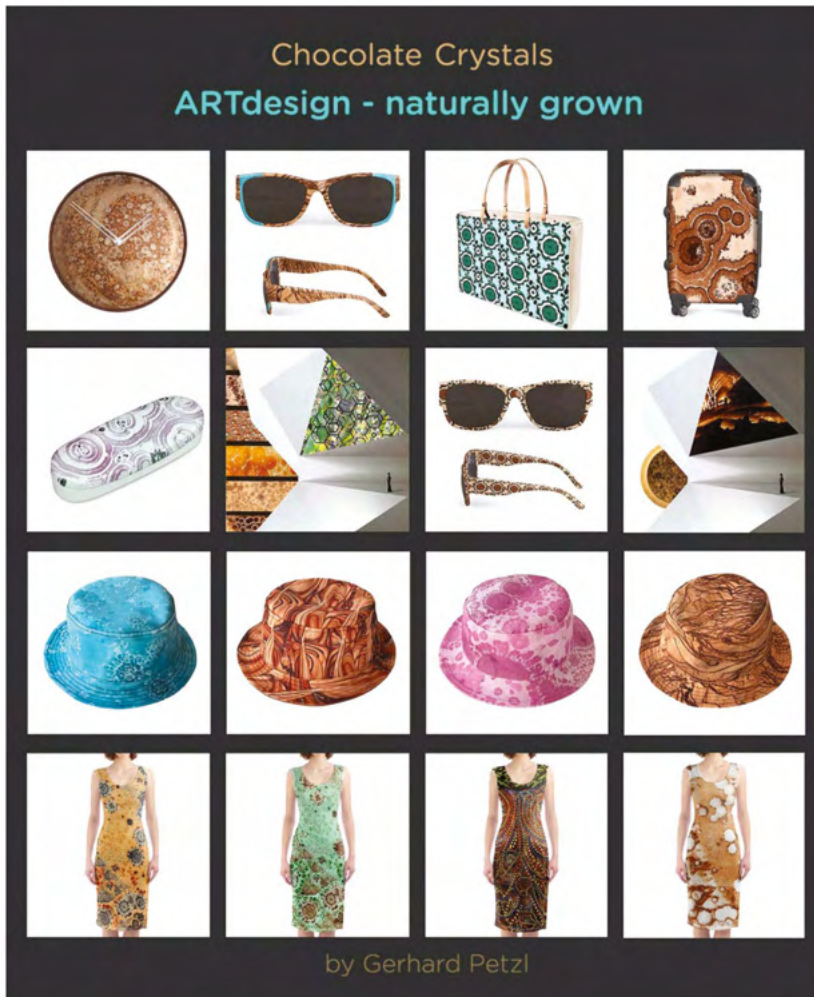
chocolate as a medium. What I did know well already was how to produce chocolate from bean-to-bar and the different techniques involved to work with chocolate like tempering, moulding etc. Therefore, I have spent some years to do some private research and experiments to better understand the physical abilities and behaviour of different cocoa masses from multiple origins. The result was published in my book:

“Chocolate Crystals - the Soul of

Chocolate”, as I was surprised that no one else had done that before and had used chocolate bloom as design elements or artworks but as I started carving chocolate sculptures without any other information available, I did the same 20 years later. Maybe my role in the chocolate world is releasing the beauty of chocolate in as many ways as possible, shapes, projects, and techniques, to provide a fundamental base for everyone to be used. So, my favourite creation was done by nature itself, I am just controlling the processes behind and am taking photos for documentation purposes.

Currently, I am looking for sponsors related to a Guinness World Record project I am planning to do in 2025. So, if





you are a chocolate brand or company who would like to use the media attention globally which is connected to such a project, please feel free to contact me for details. Beside that, I am always working in parallel on multiple projects in different media, i.e. other than chocolate. For example, I just have received my latest “chocolate planets” gallery artworks and bronze- and aluminium sculptures. Therefore,

they need my attention and love for their final touch, to be ready for up-coming exhibitions in different countries.

Tips:

One thing that I have noticed changed a lot over the last decades I have been working in the industry, is the “attitude” of the younger generation. Coming out of a culinary school or having worked for a well-known

company does not qualify you at all to think you know it all - as I have often heard it in the past from staff members.

If you look through my website and the knowledge basis of artworks and techniques which I have used in so many ways, I am providing this to everyone for free. This is an advantage to accelerate your career and knowledge in a way which I did not have when I started this sweet journey. So please, be inspired by it!

Even after all the titles (Master Chocolate of the year, WACS Global Master Chef, Culinary Olympics winner etc.) I still see myself as an apprentice and the more I study about chocolate and learn about ways to work with chocolate, I am becoming more and more humble and appreciate the fact that I have the honour and pleasure to work with such a luxurious and valuable material like chocolate. Keep on pushing yourself and grow by learning something new every single day!

LLUC

Lluc Crusellas is a pastry Chef who in 2022 received the title of best chocolatier in the world at the World Chocolate Masters (WCM) international competition held in Paris

spreading happiness and see with my own eyes when people taste my products the happiness that they can share. Obviously, the creative part too appealed to me. My lifestyle has changed completely. I need to create constantly, and now I have the pressure of doing new products and improve myself with a high level of rigorousness.

The biggest challenge is the moment you have your project

happiness.

The World Chocolate Masters is my top achievement, but talking about a creative level, the project that have given me the most creative satisfaction is building the workshop, Eukarya Xocolat, where the creative ability has been very great, and I have been working with a lot of enthusiasm.

My favourite creations I think



I think what really inspired me to become a chocolatier and pastry chef was

almost finished and let it break, and so on. Even so, when you see the result, you feel immense

that is one of my desserts, the “Xocosú” that marks a milestone in my career. Xocosú is my



favourite dessert and actually inspires me my passion with coffee and that classic dessert which is the tiramisu.

Talking about the new projects, Eukarya is one of the most important points and where more sacrifices has been, like thinking about studying the



best way, the brand preservation, campaigns.

Tips:

Some advice that I can give for culinary professionals is that you have to give her value and the importance that corresponds. Working with the best quality of products and has the value that deserves it.

I think that the most important is live the moment and dedicate day to day with the most intensity as possible and especially with passion. You have to be consistent that there are many trends in chocolate and for this reason you need to be conscious and consistent with yourself and your brand. Being faithful with your style and your way to understand and looking for your goals. Even so, by this way you're going to achieve improve yourself and don't let go for another trends, even then I confirm that exists trends and the world changes and obviously with the pastry and chocolate world too.

There is a growing market for low- sugar chocolate and also for chocolates that take into account common intolerances and allergies.



HÅKAN

Håkan Mårtensson is a renowned chocolatier known for his creativity and skillful use of out-of-the-ordinary ingredients, beautifully crafted chocolates with razor-thin shells, perfect tempering, and a great snap that melts in your mouth, and pastry. In 2008, Håkan moved to New York City to become the Master Chocolatier at FIKA NYC, where he continued to develop his skills and build his reputation as a top chocolatier. Today, he has his own chocolate speakeasy in Beacon, New York. He has brought traditional Swedish cardamom buns to Beacon and the espresso-based coffee drinks made with beans from Brooklyn roastery Devocion have added greatly to the local coffee scene.



I have always wanted to work with food, so I went to culinary school and trained to become a baker and pastry chef. I got a position back in 2000, to work at NK in Sweden and it was seeing my mentor Stefan Johnson-Petersen creating sculptures from sugar paste and chocolate that peaked my interest. I started to try to make various sculptures with chocolate under Chef Stefan's guidance. I wanted to learn everything about chocolate and make everything around it, bonbons, bars, confections and sculptures

When I started culinary school in

this profession in 1998 the whole culinary scene was different. It was not filled with celebrity chefs. It was a grind. It was hard work, uncomfortable hours and low pay. As a newly graduated pastry chef, you need to learn things very fast and become good at it, otherwise you would get a lot of bashing from the chefs. For me I was very determined that nothing would stop me so I worked hard with the focus on becoming skilled. When I got knocked down, I worked and tried harder to prove my worth. I also decided never to treat anyone the way I got treated.



I have got most satisfaction from starting our company HÅKAN Chocolatier. It is all been about a vision with products that I really want to create and being able to do them without pressure from someone else.

My favourite creation was probably sculpting Gollum as a bust out of chocolate. Gollum is a fictional character in J. R. R.

Tolkien's Middle-earth legendarium. He was introduced in the 1937 fantasy novel *The Hobbit*, and became important in its sequel, *The Lord of the Rings*. I was commissioned for this work when *The Lord of the Rings: The Two Towers* was launched in 2002 as an epic fantasy adventure film directed by Peter Jackson from a screenplay by Fran Walsh,

Philippa Boyens, Stephen Sinclair, and Jackson based on the book. Back then books and movies were the references. Not social media or google where you today can find anything in a heartbeat. It was very satisfying being able to pull that piece off especially since it was one of my first sculptures.

My upcoming project is





HÅKAN, a short documentary about chocolate, creativity and passion, which is about to be released. I am also poised to take HÅKAN Chocolatier to the next level this year.

One of our next goals we have is to start classes and tastings at HÅKAN Chocolatier here in Beacon, New York. So follow us

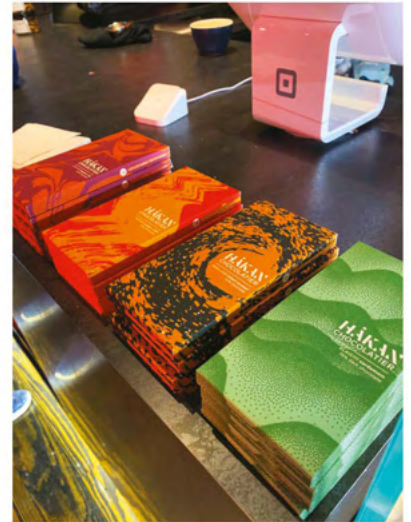


on instagram at [@hakanchocolatier](https://www.instagram.com/hakanchocolatier) for more info about our new exciting projects.

TIPS:

Controlling temperatures, having patience are important for chocolateirs as much speed causes mistakes and often you won't find out about those mistakes until the product is finished. Maybe the bonbons don't release from the molds or they start to mold a few days later.

First, learn how to properly temper chocolate. Don't work with too small amounts of chocolates when tempering, the smaller the amount the harder it is to work with. After that, do some testing. Test ganache recipes from chefs that work. Don't try to convert them or



change them. Learn them as is. When you have this basics down then you have a good platform to work with.

I think learning about the plant-based food market is very good, as awareness about plant-based food and veganism is growing tremendously fast and is becoming more and more popular.





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THE TREE-TO-BAR EXPERIENCE BY TO'AK

From reviving one of the world's rarest cocoa beans to producing fine chocolates and offering chocolate tours, tastings and events, To'ak Chocolate is one of the path-breaking chocolate companies.



To'ak Chocolate is an Ecuadorian chocolate company founded in 2013 by Jerry Toth, Carl Schweizer, and Denise Valencia. It produces its chocolate from the rare Nacional cocoa bean variety, once thought to be extinct or on the verge of extinction by some experts. Called a boundary-pushing chocolate company, To'ak ages bars in wood casks and empty spirit casks.

To'ak chocolate is sourced exclusively from cacao pods that match the morphological and color profile of heirloom Nacional cacao referenced from DNA testing. Their cocoa was awarded the Heirloom designation from the Heirloom Cacao Preservation Fund.

The editorial team interviewed Carl Schweizer, Co-Founder & Brand Director, To'ak Chocolate about the brand that produces some of the finest and most expensive chocolate bars in the world.

What inspired the starting of the company?

To'ak was born from a rainforest conservation project that co-founder Jerry Toth started in Ecuador in 2007. Through his nonprofit organization Third Millennium Alliance (TMA), he helped create the Jama-Coaque Ecological Reserve, which currently protects over 1,500 acres of coastal rainforest in Ecuador. It was here that he began cultivating cacao trees and making chocolate in a thatched bamboo house secluded in the middle of the forest.





The house was totally off-the-grid and didn't have electricity, so initially the entire process was done by hand. He roasted the cacao beans in a big iron pot over a wood fire and then de-husked the beans by hand, one by one. Jerry then used an old hand grinder to manually grind the beans. The unforgettably powerful

aroma that wafted from that grinder was his first cue that Ecuadorian cacao was unlike any other.

After years of honing his passion, Jerry linked up with co-founders Carl Schweizer, an Austrian design specialist and long-time transplant to Ecuador, and Dennise

Valencia, born and raised in the capital city of Quito and a member of Ecuador's economic solidarity movement. They were joined by James Le Compte, an experienced social entrepreneur with close personal ties to Ecuador. Their collective mission was to radically change the way the world experiences dark chocolate.

Were there challenges you faced in starting this enterprise? How did you overcome them?

Logistics was one of the top challenges, as our main market is the US, followed by Europe. Being in Ecuador everything is more expensive and the options for all types of services are limited compared to chocolate companies located in the US or Europe. To overcome these challenges, we are extremely resourceful and simply adapt many aspects of the business to the context.

It is a tough task for us to scale operations because a





luxury brand has extremely complex and detailed processes. Many processes are manual, and it is difficult, or even impossible, to replace them with machines as a small company. To overcome these challenges we had to accept that we will grow slow, especially the first decade while we pioneer a new niche in the market, which on its own takes a lot of resources and if you don't have a lot of money available to create a massive media strategy you need time and persistence to proceed, and that's what we did.

Complexity of value chain from the land, the cocoa trees, to the end customer (not only B2B, but mostly



B2C). And all the sophisticated service expected from a luxury brand requires a highly trained team. Being a small company, it is a big challenge to be able to offer this type of excellent service to all clients. To overcome these challenges, we simply try our very best to control quality from end to end, we have very close-knit communication with our team and constantly explore ways to improve our systems and learn from our failures.

Little, or even absence of support from the authorities. To overcome this challenge, we had to accept being mostly by ourselves and didn't rely on any support from the

government.

What distinguishes you and your products vis a vis other chocolate makers?

Our goal is to make chocolate at a level that has never been done before, in terms of everything from the genetics of the cacao we use, through





the specific production steps, and then ultimately presenting this chocolate to our customers not in the mere form of a bar, but as a work of art, as something that goes so far above and beyond what people traditionally associate with chocolate. We use the oldest and rarest variety of

cacao on earth to produce extremely limited editions of single-origin Ecuadorian dark chocolate, oftentimes aged in specialty casks or Ecuadorian wood vessels for a period of years. Each bar is packaged in a handcrafted Spanish Elm wood box with the individual bar number engraved on the



back. It includes a 116-page booklet and specially-designed tasting utensils.

Why go to all of this trouble?

Let's look at this in a historical context. People often overlook the fact that chocolate was considered sacred by almost every single culture it touched for thousands of years. It was a delicacy reserved for priests and warriors and royalty, and in some cultures it was even used as currency. According to written records, the price of a hand-woven blanket in the Aztec kingdom was one hundred cacao beans. At the current commodity price of cacao, this equates to \$0.23 for something that took up to 200 hours of labour to produce. The exalted value of chocolate didn't fundamentally change until the 20th century, with the advent of industrial food production. Like so many other things we eat, chocolate was cheapened by mass-production. It became synonymous with \$1 candy



bars—a quick fix of sugar and fake milk and a bunch of chemicals that nobody can pronounce, mixed with a bit of low-grade cocoa powder.

This is a symptom of a much greater issue, which is what happens when you have a world of 7.6 billion people,

where everyone wants their chocolate and eat it too. It has eroded the quality of what we eat, it renders it almost impossible for farmers (of any crop) to make a reasonable living, and it also generally renders life and culture as a more vapid, homogenized experience lacking in



meaning. When I set out to start a business (which eventually became To'ak), I gave myself one mandate: to make something that has meaning, and that promotes meaning. We're too small to effect change on a massive cultural scale—but at least we're able to effect change in one very special craft industry, which is chocolate. And one way or another, we're doing it. We are radically altering the way people value and perceive and experience chocolate, and we're doing it in a way that nobody else is.

I should also add that we are one of the only truly “tree-to-bar” chocolate makers out there. Most “bean-to-bar” chocolate makers live in industrial countries more than 2,000 km from the nearest cacao tree. They import their beans from far away. Maybe they visit a cacao-producing region every now and again, but they don't watch a cacao tree grow from seed to

maturity, and tend to it like a child all along. They don't have that intimate connection with the land that cacao is from. At To'ak, the connection with the land and the trees themselves-day in and day out-is extremely important to us.

Lastly-although, in some ways this deserves to be mentioned at the very beginning-is the variety of cacao that we use, and the great lengths we have gone to search, research and genetically select this cacao. The cacao variety we use is called Nacional, which goes back 5,300 years to the earliest known cacao used by humanity. By the 1800s, it was the most highly-sought cacao in the world-prized for its floral aroma and complex flavor profile. Then in 1916 a disease called Witches Broom devastated cacao throughout Ecuador. Up until about ten years ago, pure Nacional cacao was believed to be extinct. We found a valley with old-growth cacao trees that matched the profile of ancient

Nacional cacao. We DNA-tested the trees and they were a 100% genetic match. This remote valley (Piedra de Plata) is where we exclusively source our cacao. These same trees are what we're using to graft the young seedlings that we're reproducing in the Jama-Coaque Reserve.

Which are your top chocolates and why are they your signatures?

Masters Series is our top of the range collection, which shows the world that for chocolate the sky is the limit. A fusion of art and chocolate creates a meaningful experience around the flavours and history of cacao while elevating everything

through the hands and the imagination of established Ecuadorian artists. Alchemy is our most accessible collection, and yet it demonstrates that even our lower priced bars can deliver unique ingredients, exceptional quality, stunning storytelling and pioneering social and environmental impact projects. In this case we invite people to join us on a culinary journey through the four regions of the the Galapagos Islands, the Pacific Coast, the Andean mountains and the Amazon rainforest.

Which are the global chocolate trends you foresee?

Premium Chocolate is projected to be the biggest opportunity for the chocolate



industry. We are well prepared to lead this trend. Like most food supply chains, supply chain transparency is a huge topic. Chocolate will need to reply to EU Regulation on Deforestation-free Products (EUDR) requirements, we fulfil all requirements straight out of the door. It will also need to prove to be slave free, which for us is not even a topic. Climate change will challenge the industry, we are trying to adapt as well.

What do your chocolate tours entail?

To'ak and Fundación Guayasamín have teamed up to create the Chocolate & Art Experience, a one-of-a-kind journey in Quito that celebrates the rich history, art

and chocolate of Ecuador. The first hour is a private tour of Guayasamín's home and all of its most intimate chambers, guided by an art specialist from the museum. This is a unique look inside the life of one of Latin America's most creative minds in this past century. The second hour is a tasting and pairing of To'ak chocolate, guided by a chocolate specialist from To'ak. The tasting is held in Guayasamin's private wine cellar, where he entertained some of the 20th century's most notable people, such as Fidel Castro, Gabriel Garcia Marquez, Francois Mitterrand, the Prince of Monaco, and the King of Spain. \$125 per person, with a minimum of two people and maximum of eight people. Children up to

12 years old are free of charge when accompanied by two adults.

How does tourism help the cocoa farming and chocolate industry?

We see a huge potential to generate an additional revenue stream through tourism at some point in the future. It is a great opportunity to engage with customers directly and in person, no virtual experience on earth can replace being in Ecuador at a tasting with us. Additionally, tourists are usually highly converting, meaning they are very likely to end up buying products after participating in a tasting with us, which makes this service quite attractive.





Beyond To'ak the tourism sector is a considerable revenue stream for small chocolate makers in Ecuador and a way for visitors to get an authentic taste from Ecuador's ancient and modern culture. Ecuador is now trying to build better quality experiences around chocolate for tourists, like museums, tours, etc. All of this, feeds back into the development of



the industry as a whole, which seems very healthy.

What kind of classes and tastings do you offer?

Akin to a wine tasting, guests will be guided through a comprehensive tasting of different editions of To'ak Chocolate from a vertical tasting of various vintages, a selection of aged chocolates and bars with inclusions of



rare native ingredients. The guide will educate guests about different Ecuadorian cacao varieties, terroir, fermentation methods, barrel-aging and how these production variables influence the flavor and aroma profile of each expression of chocolate.

What are your plans for the near future?

Akin to a wine tasting, guests





will be guided through a comprehensive tasting of different editions of To'ak Chocolate from a vertical tasting of various vintages, a selection of aged chocolates and bars with inclusions of

Any tips, suggestions, recipes you can share for hoteliers, restaurateurs and culinary

professionals?

For hoteliers I would recommend offering high quality chocolate tastings to people. Unlike with the world of wine, in the world of chocolate you will rarely find self-established experts. It's easy to surprise people with a great tasting.

RECIPES

Jerry's Backwoods Cacao Brew Recipe

- Pour 1 cup of water into a saucepan.
- Before you heat up the water, break an egg into the water and use a fork or whisk to completely stir it in. Be sure



to use the yolk, too—don't be an egg-white person.

- Add 2 big tablespoons of T.cacao Everyday Cacao powder (or any other 100% chocolate, pure cacao where T.cacao is not available) and stir this into the egg and water mixture. It's important to mix all of these elements before you turn on the heat, otherwise the egg will cook prematurely, which you want to avoid.

- Turn on the heat to medium (if you're in a rush) or low (if you're very patient) and stir occasionally.

- Add the optional flavorings and/or extra protein.

- Once it reaches a decent froth, you can turn off the heat and serve.

Drinking Chocolate

For best results, use a milk frother. Otherwise, a saucepan also works well. Add ground chocolate to your choice of milk, cream,



non-dairy plant milk, or water. Heat and mix together until frothy, and then serve.

- **European-Style:** For small rich servings with thick consistency, combine 1/3 cup of preferred liquid with 2 generous tablespoons of ground chocolate. If you have small coffee cups or espresso-style cups, this is a great opportunity to put them to use.

- **American-Style:** For moderate-sized servings with moderate consistency, combine 1/2 cup of preferred liquid with 2 generous tablespoons of ground chocolate. Serve in traditional-



size coffee mugs.

- **Extreme Decadence:** Choose half-and-half or heavy cream as the liquid. In this case, it's best to use "European-style" serving sizes.

- **A note about additives:** There is no need to add any additional sweetener or other flavouring—this is meant to be enjoyed as a pure drinking chocolate. However, feel free to play around with it and add whatever you wish. Some flavoring options include cinnamon, vanilla, turmeric, cayenne pepper, or chili powder.

There are plenty of different ways to prepare cacao. This

gives you a lot of freedom to find the recipe that best fits with your nutritional regimen and flavor preferences, ranging from morning smoothies and mocha-style coffee to keto-friendly power drinks and non-dairy renditions of classic hot chocolate. The selection we offer below is just the tip of the iceberg in the realm of cacao-based foods and drinks.

- **Brewed Cacao:** Use a French Press to brew cacao instead of (or with) coffee. For one serving, combine 2 big tablespoons of T.cacao powder with 1 cup of water. Stir and steep for 10 minutes. You can also use a Moka Pot. Coffee filtration methods that use paper filters are not recommended because the filter tends to get clogged.

- **Cacao Latte:** For one serving, combine 2/3 cup of milk, non-dairy plant milk, or water with 2 big tablespoons of T.cacao powder. Use a milk frother, saucepan, and/or blender to heat and mix.

Adjust the ratio according to preference.

- **Optional Flavorings:** To any of the above recipes, add honey or preferred sweetener, cinnamon, vanilla, turmeric, cayenne pepper, or chili powder.

- **Keto Add-On:** To any of the above recipes, add 1 tablespoon of coconut oil, MCT oil, and/or grass-fed butter. Blend it together and you have...we're not allowed to use the term bulletproof. But you get the point.

- **Mocha Coffee:** Add 1 big tablespoon of T.cacao powder to your cup of coffee.

- **Smoothie Boost:** Add 1-2 big

tablespoons to your smoothie. This is a no-brainer.

- **Granola Boost:** Add 1-2 big tablespoons to your morning bowl of fruit and granola.

- **Yogurt Replacement:** For those of you who love to eat fruit and granola in the morning, but want to avoid dairy, here you go! Put fruit and granola in a bowl and pour your Cacao Latte over it, like a yogurt. If you do this when the Cacao Latte is still hot, it lightly cooks the fruit, and brings out a new range of flavors. For this reason, bananas, strawberries, blueberries, or peaches are the best choice for fruit, because they taste nice when lightly cooked.



THE POWER OF PERSONALISATION AND PRESENTATION

Jean-Philippe Khodara

zChocolat is known not only for its quality French chocolates, but also for its presentation sets and online deliveries coupled with personalisation. Jean-Philippe tells us about the brand.



In 1999 very few people sold anything online let alone chocolate.

In 2000, I set out to develop a brand of extraordinary chocolates unlike anything else currently on the market. From the beginning, all natural high-quality ingredients, exceptional flavours, and uncompromising standards were my top priorities.

This led me to seek out master artisan and World Champion Chocolatier Pascal Caffet to help create a line of high-end gourmet chocolates that quickly earned the respect of chocolate lovers



around the globe. Making the finest French chocolates was only the beginning, though. Flair for sophisticated packaging and an emphasis on product customization has helped zChocolat earn the devotion of over 200,000 customers worldwide and

established it among a select group of ultra-luxury brands available in over two hundred countries. Originality, worldwide delivery, online personalisation and a very high level of service made the difference. Very hard work of course.





Despite its impressive growth in the last 20 years, zChocolat has consistently maintained its commitment to both quality and customer service pushing the boundaries of conventional chocolates from the sweet-salty combination of caramel and hazelnuts in our signature recipe to the long list of cutting-edge confections regularly being added to our catalogue. Order preparation, fulfillment, web development, customer service, marketing,

communication and international B2B & B2C sales are still performed by zChocolat employees in our headquarters located where it all began: in Forcalquier, Alpes-de-Haute-Provence, France. We deliver worldwide what no other brand can – chocolate perfection with a one-of-a-kind personal touch. We are the first online luxury chocolate brand, with online real time customization with

no delays, no minimum orders. No competition on that end, we have the laser machines to engrave, inlay names and logos on our mahogany boxes. We are vertically integrated with not even a handful of sub-contractors. 100% of our chocolates are exclusive to zChocolat and made by Pascal Caffet. One of the big challenges in the chocolate industry is the price. Price increase in raw materials which converts into



a price increase in finished goods. Very high these past 2 years. Less and less chocolatiers work in the middle-range.

In the gifting market, we see a trend where customers are asking for more services, faster deliveries and quicker personalisation solutions.

We are looking at adding more pralines, new gift baskets, smarter advent

calendars, and new chocolate bars in the coming period.

**THE GIFTING MARKET:
SWEET SUCCESS FOR
CHOCOLATIERS**

zChocolat positioned chocolate as a gift to be given. Ecommerce entrepreneur Jean-Philippe Khodara started zChocolat with gifting as a founding product principle, shipping chocolates enclosed in

engraved mahogany boxes realising that people will spend more on a gift versus buying something for themselves.

The company is equipped with tools for decorating its packaging, such as cutting and engraving lasers for inscribing a name or logo in wood and metal. Other elements of personalization can add surprise to the customer experience.



Birthdays, anniversaries, baby showers, Diwali, Christmas, Eid, Valentine's Day, Mother's Day, conferences, seminars, launch parties, the number of gifting occasions is endless offering much opportunity for any chocolate enterprise.



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CHOCOLATE TRENDS

Pratik Deshmukh, Head of Chocolate Academy Mumbai.

India's love of chocolate is booming, and the rising disposable income of consumers is accelerating the demand and consumption of gourmet chocolate products. As a result, chefs and bakers have access to a vast range of international chocolates and ingredients, fuelling innovation across the bakery and confectionery industry. And while the applications for each of the sectors might differ, we see a common trend of offerings based on fusing classic flavors in a new, more easy-to-eat avatar. A few examples are reinvented tarts, travel cakes, and cup/ jar desserts, where pairing an Indian flavor with chocolate is gaining quite a lot of popularity.

GLOBAL TRENDS

Today's Consumers' attitudes and needs are constantly evolving, impacting how people indulge in chocolate and other treats. Based on Barry Callebaut's survey findings, we see three key spaces that will drive trends in the pastry and dessert in the near future:

A need for Intense Indulgence, where consumers

seek immersive experiences

such as treats that excite with multi-sensorial experiences, tell a unique origin story, or offer a unique or rare taste experience.

• Creating Mindful Indulgence experiences, where consumers want to indulge without compromising their (physical and mental) well-being, the health of others, or the planet.

Here plant-based solutions, sugar solutions, clean labels, and sustainability become key factors to capture consumer interest.

- Healthy Indulgence, where consumers actively and intentionally make choices that positively impact their health, such as products that are rich in macro & micronutrients.
- From a flavour point of view, the use of florals and botanicals is emerging.
- Also, regional flavour pairings and sweet and spicy flavours are on the rise.

Environment, sustainability and health consciousness

More and more consumers in India are becoming attuned to the topic of sustainability, which includes traceability, ingredient origins, and so on.

And with a growing category of middle-income consumers who are willing to explore new chocolate products has



accelerated the way that bakeries, confectioners, and restaurants respond to their customers' needs. Just a couple of years ago, chocolate was enough, just as they were. Now, chocolates must be indulgent yet good for the planet. And that's where we also see many conversations with fellow bakers and chefs heading towards.

Health-conscious consumers are seeking products that help

them make a positive shift in their lifestyle via food preferences. As a result, Chefs are turning to products that have no added sugar, are diabetic-friendly or millet-based baked goods, use different sources of sugar like honey, jaggery or dates, etc.

This is where Barry Callebaut's portfolio is ready to help Chefs. There are many permutations and combinations that Chefs can choose from our offering to

come up with unique products.

The children are still on the milk and white chocolate spectrum, while there is a gradual increase in the adults moving to the darker chocolate and single-origin chocolate options. Young parents are trying to get their kids to taste more dark chocolate since it naturally has less sugar content.

We see the growing need for



Healthy Indulgence, which will continue to build popularity towards dark chocolate and create a space for higher cocoa content chocolates beyond the regular 55% dark chocolate, which is widely popular.

Price-Sensitivity

Price is a very tough balancing act in the Indian chocolate market. The prices in the cocoa market are increasing; however, we also have a very strong demand for chocolate and compounds that are economically accessible to people. This easy accessibility from an economic point of view has helped India grow in leaps

and bounds in chocolate, which is such a strong ‘mithai’ loving country. On the other hand, we also have a large group of people who are continuously looking for exclusivity and don’t mind paying the price for products that are made with fine chocolates like Callebaut, Cacao Barry, and Van Houten Professional, where the quality and usage of the right chocolate in the right application is given a lot of importance.

Barry Callebaut ‘s impact-driven focus

As a global chocolate company operating in India, we continually assess market

trends and consumer behaviours to adapt and innovate our product offerings. We understand the importance of staying attuned to evolving consumer preferences and are always exploring opportunities to introduce new and exciting products that resonate with the Indian market. We have a comprehensive portfolio of iconic gourmet brands catering to consumers’ evolving needs and preferences across chocolates, compounds, cocoa, and specialties & decorations. At Barry Callebaut, sustainability is a core pillar. To help our customers jump on the sustainability bandwagon, Barry Callebaut carries the Cocoa Horizons certification,

established in 2015, which is an impact-driven program focused on cocoa farmer prosperity and helping build self-sustaining farming communities that protect nature and children.

Chocolate Academy

Barry Callebaut has an impressive network of 26 Chocolate Academy™ training centres that are spread across the globe and play a vital role in driving innovation and offering effective solutions to current and potential customers. The Chocolate Academy™ Mumbai is the ultimate knowledge hub, providing chefs and artisans with education, training, and inspiration on all things chocolate. Additionally, it furnishes technical support and tools that assist chocolatiers and chefs in navigating the complex chocolate business. The Chocolate Academy™ offers

courses that cater to professional chefs and chocolate artisans who are passionate about honing and perfecting their chocolate skills. The courses cover pastry, confectionery, and bakery topics and are available at all levels, ranging from basic to intermediate and advanced. Most of the courses are practical, providing hands-on experience, teaching techniques, and sharing recipes that enable chefs and chocolatiers to reach the next level of their skill set!

Chef's tips for aspiring chocolate entrepreneurs

Like in any other business, if one is looking to start a chocolate-based business, one needs to spend time understanding the target consumers' preferences. This will help one define the brand, offerings, and USPs. Once you have that in place, I would suggest 3 tips to keep in mind. The first and most

important step is to learn to Work With Chocolate: Having a basic understanding of chocolate and making chocolate-based products is a very important skill. This will help you understand the intricacies of the chocolate and flavour pairing as well as help with how you must price your products based on the skill and expertise required to develop them. Once you have established your setup, I would recommend Starting Slow: begin with a limited range of products, so it is easy to manage your operations and understand what's working and what's not. Based on this, you can expand your business gradually and introduce new offerings to your menu. It is important to use good-quality ingredients: Use good base ingredients to ensure your product's overall quality and consistency. It will also lend to building loyalty and trust for your brand among your customers.

India's Chocolate Revolution

Indian chocolate makers are coming into their own, making better quality chocolate and even winning at international awards. We look at the growing craft chocolate market in India.



MANAM CHOCOLATE

Chaitanya Muppala,

My family owns Almond House, a sweets and snacks business that has grown over three decades to own nine full-fledged outlets across Hyderabad and four at the Hyderabad International Airport. I am India's first and only Level 3 Certified Chocolate Taster from the International Institute of Chocolate and Cacao Tasting, US. My passion for cocoa and chocolate made him come up with his own brand for which I started work in 2018.



My research showed me that most of the industry was dominated by players who buy industrial chocolate, melt it and shape it to go in a pack. Then there were micro and small entrepreneurs who made artisanal chocolates. We

decided to get into the business of Craft Chocolate, made with whole beans from scratch in-house, pod to bar, where the quality and sustainability of the cacao beans are the priority. It is a fusion of artisanal chocolate





making and industrial-scale chocolate manufacturing. We are working with farmers in the West Godavari District, one of the largest cacao-growing regions in India. Cacao was brought into India by industrial players and cultivation began 50-60 years ago. Since it was growing for industrial-scale production, the varieties were selected on the basis of the expected yield per acre and disease resistance and not flavour. We are using science and technology to bring out the

flavour, developing proprietary processes in drying and fermentation to compensate for the natural lack of flavour in the beans.

At our Cacao Fermentery in the West Godavari region, our company Distinct Origins studies cacao and watches how the pods change colour from red to green to purple and eventually, yellow when they conduct a tapping test to make sure they're ripe for harvest. After that, the beans are laid to rest in fermentation

boxes lined with banana leaves and covered with jute bags to maintain temperature and moisture levels. The beans are dried, sorted and bagged, before they are dispatched to Hyderabad to be turned into a variety of products. Our beans undergo a careful hand inspection to eliminate any germinated, mouldy, or broken beans, as well as any stones or twigs. Subsequently, the beans are machine-graded according to their size, carefully separating them into small and medium





sizes. Grading is essential to ensure that the beans roast evenly. Once sorted, the beans are precisely weighed, labelled and hermetically sealed in a barrier bag. This bag is then placed inside jute gunny sacks, creating a double-layered packaging that effectively preserves the beans' freshness and flavour over a longer duration. IoT, AI and blockchain technology is used for monitoring, documentation and transparency at each stage. Our range covers more than 250 products in bars, truffles, cookies, brownies, barks, thins, macarons, ice creams, cakes, drinking chocolate, etc. A QR code behind each

chocolate traces details like the day it was packed, the farmer's name, the farm's location, and when the beans were fermented, dried and dispatched to the factory. Most craft revolutions in the food and beverage world, like craft coffee or craft beer, began abroad and have recently come to India, But, when it comes to craft chocolate, it is a new wave around the globe so we have a good chance to be abreast of others. While quality chocolate is associated with European countries like Switzerland and Belgium, we in India are at an advantage when it comes to craft

chocolate because we grow the cacao beans in our country.

**Manam's Signature
Chocolate Crafting
Experience**

Customers are welcome to be part of the Indian Craft Chocolate experience at the Manam Chocolate Karkhana in Hyderabad.

At Manam Chocolate Karkhana, visitors can see how the cacao beans are roasted, winnowed, ground, refined, conched, tempered, and moulded. The Chocolate Lab has three taps with white, milk and dark chocolate, where you experiment and create your

own chocolate bar. There are a variety of toppings to choose from - caramelised cacao nibs, pecan nuts praline crumble, caramelised almond batons and more.

The Manam Karkhana also has a cafe at a level below. It has an open courtyard with a terrazzo stone floor, terracotta tiles on the roof of the coffee station, and 150-year-old wooden pillars.

COCOACRAFT

Sanjana Kuruvilla

COCOACRAFT was started by my father Cdr CT Kuruvilla (Retd.), a commander from the Indian Navy. What drew him to the idea of making chocolate was the availability of cocoa at inexpensive rates in Kerala and yet there were no takers at the time. There was no local enterprise using this cocoa to make chocolate.

Today, we run the business together and make a wide



professional range of premium chocolate and cocoa products for chocolatiers, restaurants and food manufacturers, and a retail range. We have our own dessert café in Kochi.

COCOACRAFT products are made from single-origin cocoa

beans from Idukki district in Kerala. They have their unique characteristics and we take a lot of care in sourcing our beans, identifying farms with quality beans and engaging with these farmers on a regular basis.



Over time, pricing has been the key challenge. Cocoa prices are going up with increasing demand. As a small business, competing with larger companies with better economies of scale is hard. The second challenge was to break into an import-run sector. This has changed over the last few years, with customers looking for good Indian brands and being more open to experimentation.

We are pioneers of the couverture movement in India. When we came out with our couverture range, compound was the standard in the industry. Over the years, we

were able to educate on why pure chocolate was the better option, and this has positioned us as a leading Indian brand of premium, fine flavour couvertures and cocoa powder with high cocoa butter content. Given our extensive background into research and development, we are able to offer compelling high-quality products at a lower price than imported brands.

From the beginning COCOACRAFT has been a no-shortcuts brand, using the best ingredients and processes to get the best results naturally. We take pride in the flavour of our

chocolate variants, especially the darker ones, where the flavour of the bean really stands out.

One of our key guiding principles is to always listen to our customers and their requirements and adapt to this. For e.g.: we added chocolate buttons for some of our variants based on customer feedback. Similarly, we improved our organic range based on a requirement from other customers and are happy to report that customers are happy with our level of engagement. Packaging is an important element of the chocolate business. Pure couverture



needs controlled ambient temperature to keep it from melting. We cool-pack our products and transport by air if required, to ensure it reaches within 48 hours from dispatch to maintain the quality of the products.

We are compliant with all regulatory requirements from certifying bodies.

One key shift we are seeing is

towards quality ingredients. End-customers have become more discerning about the chocolate they eat, and the ingredients used which has led a shift towards couverture in the higher-end outlets and artisanal brands.

The chocolate market in India is strongly linked to the festive calendar. We see a spike in sales especially during Valentine's Day, Diwali

and Christmas. There is a growing market for premium and artisanal chocolate and healthy gifting options. In the past few years there has been a significant movement towards conscious and mindful consumption.

Speedy disbursement of capital subsidies from central and state authorities would help smaller artisanal brands maintain our growth. Also, in





order to encourage Indian cocoa, they could make good quality saplings available to farmers.

Industrial buyers and retailers can be open to Indian products, keep an open mind while selecting brands and giving smaller brands a chance to prove themselves. They might be pleasantly surprised.

COCOACRAFT products for professionals

We source wet beans and post-harvest processes are carried out in-house, this in-house control is important because flavour precursors are created at this time, which would impact the

final flavour. We have a wide range of couverture varieties including darker variants (70%, 85%, 99.5%). We also make pure couverture, the highest grade of chocolate, with high cocoa butter content, 37%, for superior workability, melt-in-the-mouth experience. This has a major impact on the final product in baking and chocolate confectionery making. Our Cocoa powder contain 20-22% cocoa butter, double the industry standard, for richness and flavour, and is closer to real chocolate; the cocoa powder is made from carefully fermented and dried cocoa beans, which give the cocoa powder a fine chocolate flavour. The chocolate chips are pure with fine chocolate, unlike compound chips commonly available in the market. Our hot cocoa mix contains higher cocoa butter content compared to other products in the market, giving a real chocolate experience. We recently launched a dark chocolate peanut spread

made with real chocolate.

We also have 99.5% extra dark chocolate squares on the anvil. Our professional range has a wide variety of couverture: white, milk, dark: 52%, 70%, 85%, 99.5%.

We also have Dutch and natural processed Cocoa powder and an organic range of vegan couvertures. Our sugar-free chocolate variant is a good option for diabetics.

ANUTTAMA
Balasubrahmanya P S

Swathi Kallegundi and I come from an agricultural background and have been growing cacao for several decades. We have always aspired to accomplish something distinct and unique in the agricultural field. Yet, we had never considered chocolate before. But when the pandemic struck in 2020, our explorations led us to the



path of chocolate production. And it soon resulted in farm-to-bar artisanal chocolates, which manifested into our brand, Anuttama Products in August 2020. The company is headquartered in Bettampady, which is 16 kilometres from

Puttur in the Dakshina Kannada district of Karnataka. The entire process from growing chemical free, organic range cocoa to making one of the finest chocolate bars is done by us adhering to all safety measures, sanitization

and hygiene. At Anuttama Products, we make sure to use the best quality cocoa beans from our own sustainable farm and neighboring farms with natural jaggery to offer you the purest of the chocolate bars. Thus, we are a Farm to Bar artisanal chocolates brand.

We are dedicated to making chocolates in a natural way, without using any chemicals, oils, preservatives, emulsifiers. Our goal is to provide a healthier option for chocolate lovers by making dark chocolates naturally. We also support farmers to grow more cocoa, creating job opportunities.

India is a land of flavours and spices. We introduce our land's flavours in chocolates. Our popular "Bella Tharai" bar, made with coconut milk and jaggery, reflects our local roots. 'Kheer Burst' , 'Hot mint' , 'Spicy Tang ' are few

ಅನುತ್ತಮ
Anuttama
Artisanal Chocolate

INTERNATIONAL CHOCOLATE AWARDS
WINNER
2021-22

Indulge yourself in the world of Pure Chocolates!
Imbibing regional flavours to global food staple

Farm to Bar Sweetened With { Jaggery, Dates, Coconut Sugar

Non Alkalinized | No Preservatives | No Refined Sugar No emulsifiers/Lecithin Stone Ground | Single Origin
Single Origin Cacao from our own farm & local farms Dakshina Kannada, Puttur, Karnataka



examples with local flavour touch . We have even won ICA asia specific bronze award in 2021 for Spicy Tang variant with ginger and pepper.

Coming from an agricultural background and having grown cacao for decades, the idea of making chocolate was unexpected but fulfilling. Our journey now goes beyond farming; we create exquisite chocolates that reflect our commitment to quality, sustainability, and local flavors.

Anuttama encountered numerous challenges as an integral part of our journey, and we recognize that challenges are perpetual, serving as catalysts for continuous learning and innovation. Each hurdle



becomes a stepping stone, propelling us forward with newfound knowledge and resilience. In our pursuit of excellence, every failure transforms into a valuable lesson that ultimately





contributes to our success. Currently our factory is located in our farm which is in a small village. Electricity and logistics are main challenges. But thanks to our team who work flexibly and support us to face these challenges and fulfill customer need on time.

What sets the majority of our chocolates apart is their unique selling proposition (USP) – they are free from refined sugar, embracing natural sweetness derived from wholesome jaggery. We use jaggery as sweetener in most of the traditional dishes so we have applied same idea to chocolates and surprisingly we got that unique taste. Additionally, we cater to diverse preferences by sweetening some chocolates

with alternatives like coconut sugar, dates, and more. Notably, majority portion of our chocolate offerings is dairy-free, catering to the vegan community. For pure cocoa lovers we have 99% dark variety which is one of our most selling bar in dark chocolate. We even supply 100% cocoa mass for cocoa ceremony which is becoming popular now a days.

Our chocolates are free from chemical treatments, alkalize procedures, preservatives, vegetable fats, or artificial colors/flavors.

At Anuttama, our chocolates are crafted from single-origin cocoa beans sourced

exclusively from Dakshina Kannada. The cocoa beans utilized are not only from our own farm but also from collaborations with local farmers. Taking pride in our hands-on approach, we oversee the entire post-harvest process of cacao, i.e. fermentations – drying and chocolate making process. Roasting – cracking and winnowing- grinding - coupling- tempering- molding - packing and delivering to consumer .. This level of control ensures the highest quality chocolates for our consumers, reflecting our dedication to providing the best of the best in every delectable creation.

For the Indian chocolate industry, The Central Plantation Crops Research Institute (CPCRI) can support through Training Programs, Education Initiatives, Infrastructure Development, and Access to Technology. By addressing these crucial facets, the government, working in collaboration with CPCRI, holds the potential to make substantial contributions to the growth and success of the cocoa cultivation industry in Karnataka and beyond.

In India recently a team has been established for creating awareness about craft

chocolates and they conduct Indian craft chocolate festival where all bean to bar brands will showcase their products to audiences.

The flourishing expansion of artisanal and craft chocolate makers is clearly evident in India, and we anticipate a future where the demand for cacao cultivation in India will surge in the coming years.

But future is in the hand of consumers because they need to understand the importance of craft chocolate and its prices, and thus create a demand for quality chocolate.



Crafting Chocolate for the Hotel Restaurant Catering Industry

Balasubrahmanya P S

Nowadays, Cafes looks for alternate chocolates instead of commercial compound chocolates, Anuttama is successful in providing various varieties of chocolates for their hot chocolate recipes. A few have started using bean-to-bar chocolates in their beverages

One more trend is the provision of chocolate pairing experiences. This innovative practice involves pairing chocolates with a variety of beverages such as wine, coffee, or tea, cheese as well as other food items. The goal is to elevate the overall tasting experience by creating harmonious flavor combinations that appeal to discerning palates.

Chocolate consistently stands out as one of the finest and easily appreciated gifting options. True Ingredient's naturally processed chocolates not

only bestow a sense of dignity but also align with a conscientious choice for a healthier option. For our Valentine's Day collections, Anuttama engages in collaborations with other brands to curate exquisite gift hampers, enhancing the celebratory spirit of the occasion.

Consumers are increasingly in search of distinct flavors, premium ingredients, and artisanal chocolates. With a heightened awareness of health and wellness, there is a growing desire for chocolates featuring healthier components, including reduced sugar content, natural sweeteners, and the incorporation of superfoods. The surge in popularity of veganism and dairy-free diets has significantly impacted the chocolate market, prompting a demand for plant-based chocolate alternatives. Chocolatiers and culinary experts are pushing boundaries by experimenting with unconventional blends,

infusing chocolates with local spices, herbs, and fruits.

Currently, we are focusing on hot chocolate varieties and delectable coated chocolates enriched with nuts ,fruits and local traditional flavours.

CHOCOLATES FOR THE CONSCIOUS CONSUMER

In India, key cocoa-growing regions include the West Godavari district of Andhra, Tulu Nadu in southern Karnataka and northern Kerala, the Nilgiri and

Annamalai hills in Tamil Nadu, Idukki, Wayanad and Kozhikode districts of Kerala, etc. While cocoa has been grown here from the 1960s for chocolate industries, today MSME chocolate makers are working on the entire chocolate chain from the barks, pods and beans of the cocoa farms to the retail and online gifting experiences.

Today, the Indian brands have been on winning streaks at the Academy Of Chocolate Awards 2023 and other prestigious events. Manan Chocolate also won awards at the International Chocolate





Award 2023 by the International Institute of Chocolate and Cacao Tasting. We look at some chocolate brands that are redefining the image of India's chocolate industry.

- Kocoatrait is the first award-winning chocolate in Asia Pacific to have sustainability at the core of its product offering. The brand packages its chocolates in boxes made

using reclaimed cotton from garment factories and reclaimed cocoa shells, a byproduct of the bean roasting process. Much of the packaging is reusable.

- Manan's range covers 45 categories with more than 250 products in bars, truffles, cookies, brownies, barks, thins, macarons, ice creams, cakes, drinking chocolate, etc.

- Made using single-origin cocoa of the Godavari Region, Bon Fiction from Andhra Pradesh offers the range from vegan chocolate to infused bars, fruit chocolate to dark chocolate.

- Anuttama's chocolates are crafted from single-origin cacao beans sourced exclusively from Dakshina Kannada.



- Known for their health foods like protein bars and muesli, The Whole Truth has also ventured into dark and milk chocolate.

- COCOA Craft sources wet beans and the post-harvest processes are carried out in-house for their wide range of couverture varieties.

- Soklet's tree-to-bar chocolates come from the Regal Plantations near Pollachi, in the Annamalai Hills of Tamil Nadu known for their forests, wildlife and plantations.

- One of the most popular bean-to-bar chocolate brands



in India, Auroville's Mason & Co's chocolates are made by an all-female team from villages who are trained in the art of chocolate making.

- Ditch the Guilt makes sugar-free chocolate bars using cocoa from farms in places

like Kozhikode district in Kerala with proximity to the Wayanad forests.

- Established in 2012, NAVILUNA (formerly Earth Loaf) is a Mysore-based bean-to-bar chocolate maker.

- Pascati is India's first





Certified Organic and Fairtrade chocolate maker.

- Jaipur-based All Things Chocolate is known for its attractively boxed bean-to-bar chocolate.
- Savorworks is a brand that makes bean-to-bar chocolates and bean-to-cup coffees.
- Paul and Mike has farms in Kochi and Coimbatore, from where they source and process high-quality beans.
- Darkins is a bean-to-bar brand with an excellent limited edition Darkins Bliss Box for Gifting.

- A bean-to-bar artisanal chocolate brand using fresh fruits, berries, dry flowers, etc for the fillings.
- Chef Sanjana and her team's products are showcased at La Folie's boutiques spread across Mumbai. La Folie Lab is an all-day café and a dessert bar. La Folie Du Chocolat in Kala Ghoda offers chocolate bonbons in jewel hues and architectural chocolate bars. La Folie Factory Café in Mahalaxmi is an experiential café. La Folie has also introduced Factory Tours at their Small Batch Chocolate Factory to provide an in-depth understanding of

the bean-to-bar chocolate process.

- Bark to Bar offers chocolate snacks and quick bites like crunches, crackles, berries and chocolate buttons.
- WAKAO makes stevia-sweetened chocolates from beans sourced from the Idukki region of Kerala.
- Harsh Kedia, a 23-year-old entrepreneur and chef who has been living with diabetes since teenager, launched THE DIABETIC CHEF with diabetic-friendly and vegan-friendly ranges of chocolate.

The Chocolate Sculptor

Jen Lindsey-Clark makes life-size chocolate sculptures. She talks about her company.



IFEA: What made you decide to be a chocolate artist?

Jen: I was drawn to chocolate like most children are. I come from an artistic family with generations of British sculptors. I loved cooking and enjoyed making things that people enjoyed.

I went to catering college and I trained as a pastry chef in a

hotel. I trained with amazing chefs and chocolate artists who showed me really how magical chocolate can be if you understand it and can manipulate it how you want. Thus, I went to chocolate school. I was a pastry chef in an amazing vegetarian place called Terre à Terre, where I worked on pastry without eggs and gelatin.

I started out as a luxury cake maker and decorator.

I worked with Plunge Creations, doing interesting chocolate architecture for the props company. My pastry work, my chocolate artistry, and Plunge with their mold-making, designing, and rig design came together to set me on the path to becoming a chocolate artist.

Chocolatician was launched in 2015 with a life sized chocolate Benedict Cumberbatch figure, the big push that brought me and my team into the limelight after this iconic chocolate man brought much attention and adoration from fans around the world.

These fans were delighted to receive the news that a miniature version (The Cumberbunny) with ears and a tail would be available to purchase for Easter 2016. Sending Chocolatician into viral heights on social media the Queen was next for the chocolate treatment and a pure chocolate bust of Her

Majesty wearing an edible crown and jewellery was created to celebrate her 90th Birthday.

IFEA: What were the challenges you faced in setting up your chocolate enterprise?

Jen: The early years came with many challenges. Manipulating chocolate, handling the temperature changes, it can all be very frustrating. Then there was the challenge of making a name for myself. The Pandemic was another challenge.

IFEA: What are some of the exciting sculptures you have created?

Jen: An enormous chocolate Thomas the Tank engine was 2017's Easter gift from Chocolatician to the UK, an amazing pre-runner and theme setter for the Godiva Chocolate train inspired by the film 'Murder on the Orient Express', displayed at the film's world premier at the Royal Albert Hall on 2nd

November at the top of the red carpet. I am very proud of the train we worked on together for Murder on the Orient Express. It was a long project, two months in the making, chiseling away at the chocolate thinking of how to make small parts like the horn or the whistles. The Train was then on show for two months at the magnificent St Pancras Station until it set off on the Queen Mary II for a Christmas cruise to New York City and back!

Over the years, we have created Willy Wonka Chocolate Statue, Chocolate King Charles Bust, Cumberbunny, The Chocobatch and a 10ft long chocolate orient express, and many other edible showstoppers like the Chocolate Queen at 90 and the Chocolate Mermaid.

One of my great projects was the life-sized bust of Britain's King Charles 111 23 kilograms unveiled by confectionery brand Celebrations to mark

the coronation. With my team of sculptors and chocolatiers, we took 130 hours across four weeks to make the model. The ornamental shoulder pieces decorating the King's uniform were modelled from individual Twix, Milky Way, Galaxy and Bounty chocolates, with the King's collar made from Maltesers Teasers. One of each of the Celebrations chocolates, including Snickers, was used to create the medals on his chest. 17 litres (3.7 gallons) of melted chocolate was used to make the profile like what will be seen on stamps, coins and notes.

The project marked the eventful day of the crowning of King Charles III and Queen Consort Camilla. A PR magazine featured it on the cover as one of the great promotional projects.

IFEA: What are the new trends in the chocolate market?

Jen: Sugar-free chocolates



and plant-based chocolates. I make a vegan milk chocolate with chickpea that is liked by conscious consumers.

IFEA: What are Chocolatician’s activities?

Jen: When I am not working on big sculptures, I organise chocolate workshops for adults and children. I introduce people to the magic of chocolate, how they can use chocolate for art, where the beans come from, sustainability, and a host of other things. I tell children about Roald Dahl’s *Charlie & The Chocolate Factory*. Chocolatician also organises chocolate workshops and

children’s chocolate parties at our beautiful Sompting Farm Estate.

Willy Wonka from the novel is my favourite character.

WILLY WONKA

Willy Wonka is a fictional character appearing in British author Roald Dahl’s 1964 children’s novel *Charlie and the Chocolate Factory* and, its 1972 sequel *Charlie and the Great Glass Elevator*. He is the eccentric founder and proprietor of the Wonka Chocolate Factory.

The story was originally inspired by Roald Dahl’s experience of chocolate companies during his schooldays at Repton School in Derbyshire, specially the recipe wars between Cadbury and Rowntree’s, the top two chocolate and confectionery brands of UK. Famous for its Kit-Kat chocolates, Rowntree’s In 1988 was acquired by Nestle when it was the fourth-largest confectionery manufacturer in the world.

The book was first made into

a feature film as a musical, titled *Willy Wonka & the Chocolate Factory* in 1971. The second adaptation film, titled *Charlie and the Chocolate Factory*, was released in 2005 to positive reviews and massive box office returns.

Wonka is a 2023 musical fantasy film directed by Paul King, who co-wrote the screenplay with Simon Farnaby based on a story by King. It tells the origin story of Willy Wonka, a character in the 1964 novel *Charlie and the Chocolate Factory* by Roald Dahl, featuring his early days as a chocolatier. The film stars Timothée Chalamet as the title character, A life-size figure of Timothée Chalamet as Willy Wonka was created by Jen Lindsey-Clark, Chocolatician.

It took more than five weeks to craft the sculpture, which stands at 6ft 2in tall and was made entirely from 100kg of Belgian chocolate. The figure was unveiled in Trafalgar Square ahead of the release of *Wonka*, which opened in cinemas on Friday.

Gearing Up For New Trends

Shashank Chokhani, Kabhi B



In the pioneering year of 1996, when the concept of eggless bread was virtually unheard of, Kanhai Foods Ltd. (better known as Kabhi-B) embarked on a journey that would redefine the bakery landscape. Armed with a vision of providing delectable yet wholly eggless options, Kabhi-B laid the foundation of its bread business. With unwavering determination, we introduced a line of completely eggless bakery

products, carving a niche for ourselves. This unique selling proposition not only transformed our business but also played a small part in reshaping the perception of bread baking in Gujarat.

From its humble beginnings as a small mobile scooter shop, Kabhi-B has blossomed into the largest bakery chain in Gujarat with more than 96 outlets all across the state. Our journey has been one of

relentless dedication, and today, we proudly offer a comprehensive range of bakery and patisserie delights, encompassing everything from breads and on-the-go snacks to burger buns, cakes, pastries, cookies, and muffins. Embracing evolution, Kabhi-B has introduced an innovative Ready to Eat series, featuring a delightful array of frozen pizzas, garlic breads, maska buns, grilled sandwiches, and puffs, catering to modern tastes and lifestyles.

Kabhi-B Bakery meticulously selects natural, carefully sourced ingredients to ensure our offerings are the finest for consumers. Eschewing artificial additives and preservatives, we prioritize taste without compromise. Staying attuned to market trends, Kabhi-B caters to all, offering user-friendly, budget-friendly options that resonate with both young and old.

Kabhi B also pioneered the creation of Gujarat's first state-



of-the-art eggless bakery plant.

We have continued to grow our gifting range to suit any occasion or festival.

The company's dedicated sales teams have the unparalleled distinction of garnering prestigious business from corporate groups, retail chains and multinational companies. Some well-known companies have bought Kabhi B's product hampers as corporate gifts and goodie bags for retail marketing, promotions, conferences, media and client engagement purposes.

We do customized packaging for the individual customer, gifting brands and for corporate houses. Corporate



clients have appreciated our affordable bakery gift hampers that are high on hygiene and value for money.

For individual customers, we have many budget-friendly gifting options at our retail stores.

The mobile kitchens have allowed Kabhi B to penetrate Tier-II and Tier-III cities in Gujarat, as well as rural areas where people really want fancy baked products but they aren't as accessible, while our Centralized kitchen ensures standardization and quality control.

Kabhi-B's visionary roadmap encompasses a multifaceted approach. Beyond Gujarat's borders, our aspiration is to establish bakeries throughout the nation, sharing our



delectable creations across the country. Additionally, we are dedicated to expanding our Ready to Eat frozen product line, striving to offer it not only within Gujarat but also nationwide. With a commitment to accessibility and innovation, we aim to bring the convenience and delight of our frozen range to every corner of India. This ambitious expansion plan underlines our dedication to becoming a household name and delighting palates far and wide



Nini's New Brand



Ankit Gupta

The story of Nini's Kitchen started as a small 42 seat outlet in Prahladnagar, Ahmedabad, back in 2014. My wife, Navneet Gill was a full-time dentist when I decided to leave his family's textile business to start a restaurant. From 2017, we started more restaurants in various areas of Ahmedabad and in other cities. The restaurant has grown to become known for its vegetarian North Indian food, shawarmas, soft base

pizza, pastas, Italian hot chocolate, paneer nawabi and cheesecakes, with a reputation for consistency.

Having a considerable chunk of our menu using breads for sandwiches, wraps, sides, etc, it was but logical that we made our own breads, which we did. However, they were not for sale to our guests. When the lockdown hit everyone unexpectedly and there was panic buying, some of our guests requested that

we supply them with our bread. Their feedback was very encouraging and they continued to buy bread from us. We take our customer feedback very seriously and when they nudged us to do this commercially, we took the plunge and started Baked by Nini's, which also now has multiple outlets.

With the evolving food scene, we wanted to add a lot of things in Nini's Kitchen, but at the same time didn't want to disturb the audience that was already comfortable with the menu we were serving. So we thought of coming up with a whole new brand so the guests are open to experimenting. While our core values of topnotch hospitality stay the same, the service and the food is more on the QSR side. We named this café brand, NIRO By Nini's.

We wanted the interiors to be hasslefree yet welcoming. So the core colour has been chosen as a bright orange! While the furniture is minimal



the walls have been adorned with colorful hand painted pop art. There are books and games, which our guests love to indulge in, because the whole vibe is very chill and laid back.

Ahmedabad is slowly moving towards gut-friendly food and that's why our in-house baked sourdough toasts and sandwiches are an instant hit, specially the caprese and the avocado ones. We have used gourmet cheese like Emmental and Boconcini in a lot of our sandwiches and guests are loving it.

In addition, our meal bowls, hand tossed breads, panouzzo and baos are also appreciated. We have Indian platters with flaky tawa



parantha for those who can't do without their Roti-Sabzi fix. Our weekend special paneer lababdar cheese taco is the one that keeps flying off the kitchen for paneer buff's.

We have also experimented with Desserts, by introducing French croissant shahi Tukda, Dubai's famous Matilda chocolate cake and churros. The gourmet coffees and the



coffee desserts like affogato and affogato hot chocolate are a rage too.

At the time of writing, we have 3 branches, one in Palladium mall, Gulbaitekra and within Nini's kitchen Vallabh Vidhyanagar respectively.

**For more information:
98 7956 0625**



Contributors



Pratik Deshmukh

Chef Pratik is a passionate Pastry Chef who has pursued and perfected his skills over the last 12 years, winning numerous awards for baking and pastry, such as a Gold Medal at India Bakery Pastry Challenge for Breads & Viennoiserie in 2016 and, in 2018, a Gold Medal at the competition organized by Indian Hotel and Restaurant Association for Plated Desserts where he was also the team coach.

His extensive background in culinary education makes him a perfect addition to the Mumbai Center, and we are delighted to have him on board



Jean - Philippe Khodara

Jean-Philippe Khodara holds a 1991 - 1993 Diplômé ISG @ Institut Supérieur de Gestion, a premier business school. He founded zChocolat as a digitally native, online chocolate gift retailer. He was arguably one of the early ecommerce entrepreneurs in the lifestyle space, recognizing the potential of the internet to sell a local product globally. Today, zChocolat is present in over 129 countries.



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