

Directly sourced cacao
from farmer to bar

DIRECT



CACAO

FOUNDER MEMBERS

Åkesson's Organic, Switzerland

Amano, USA

Amma, Brasil

Bonnat Chocolatier, France

Chocolaterie A. Morin, France

Martin Christy, Seventy%, UK

Friis-Holm Chokolade, Denmark

Grenada Chocolate Company

Guittard Chocolate Company, USA

Itzel Chocolate, Guatemala

Kate Johns, Chocolate Week, UK

Monica Meschini, Italy

Original Beans, Netherlands

Pacari, Ecuador

Paul A Young Fine Chocolates, UK

Maricel Presilla, Gran Cacao, USA

Alexander Rast, UK

Red Star Chocolate, UK

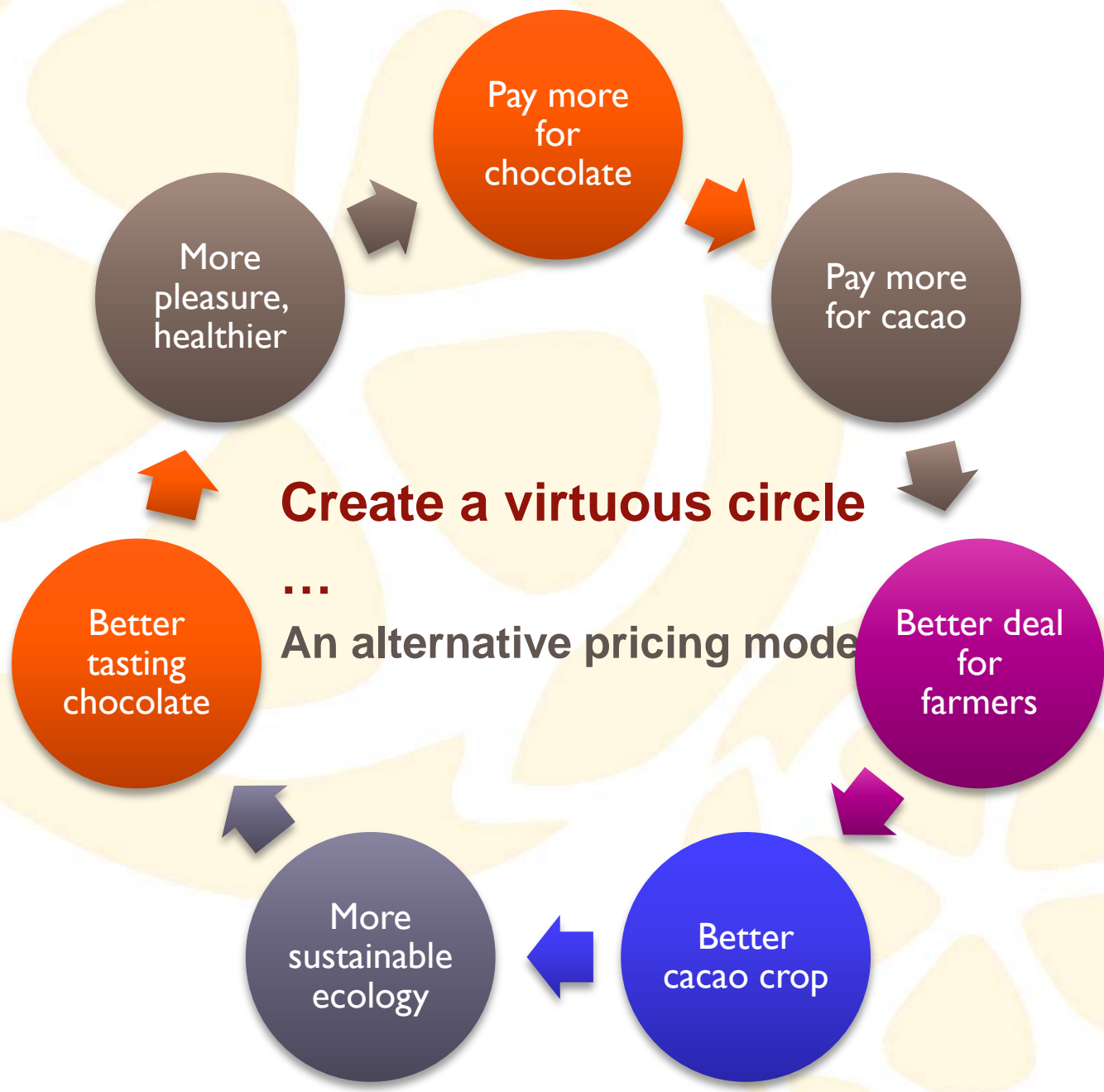
Xoco Fine Cocoa Company, Honduras





A sustainable fine chocolate market

**Creating a virtuous circle of quality, flavour,
sustainability and fair prices for farmers**





Flavour



**How do we define
fine cacao?**

What is fine cacao?



- Fine chocolate can only be made with fine cacao
- Fine cacao can make fine chocolate that has:
 - complexity and richness
 - varied or distinctive flavour notes in harmony & balance
 - lingering and clean aftertaste
 - free of defects that hijack the sensory experience, eg mould, excessive over-fermentation (putrid/cheese), inappropriate under-fermentation, contamination, rancidity, undesirable notes, eg coconut, almond, peanut



How do we tell consumers?

How do we grow the market for ultra-fine chocolate and high-value cacao?

Labelling



- Labels on consumer products
- Not certification
- Provable direct relations and trade
- Audited by a lawyer from confidential documents – invoices, contracts, proof of contact
- \$\$\$ not \$\$,\$\$\$
- Labelling from within the industry

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