

Directly sourced cacao
from farmer to bar

DIRECT



CACAO

FOUNDER MEMBERS

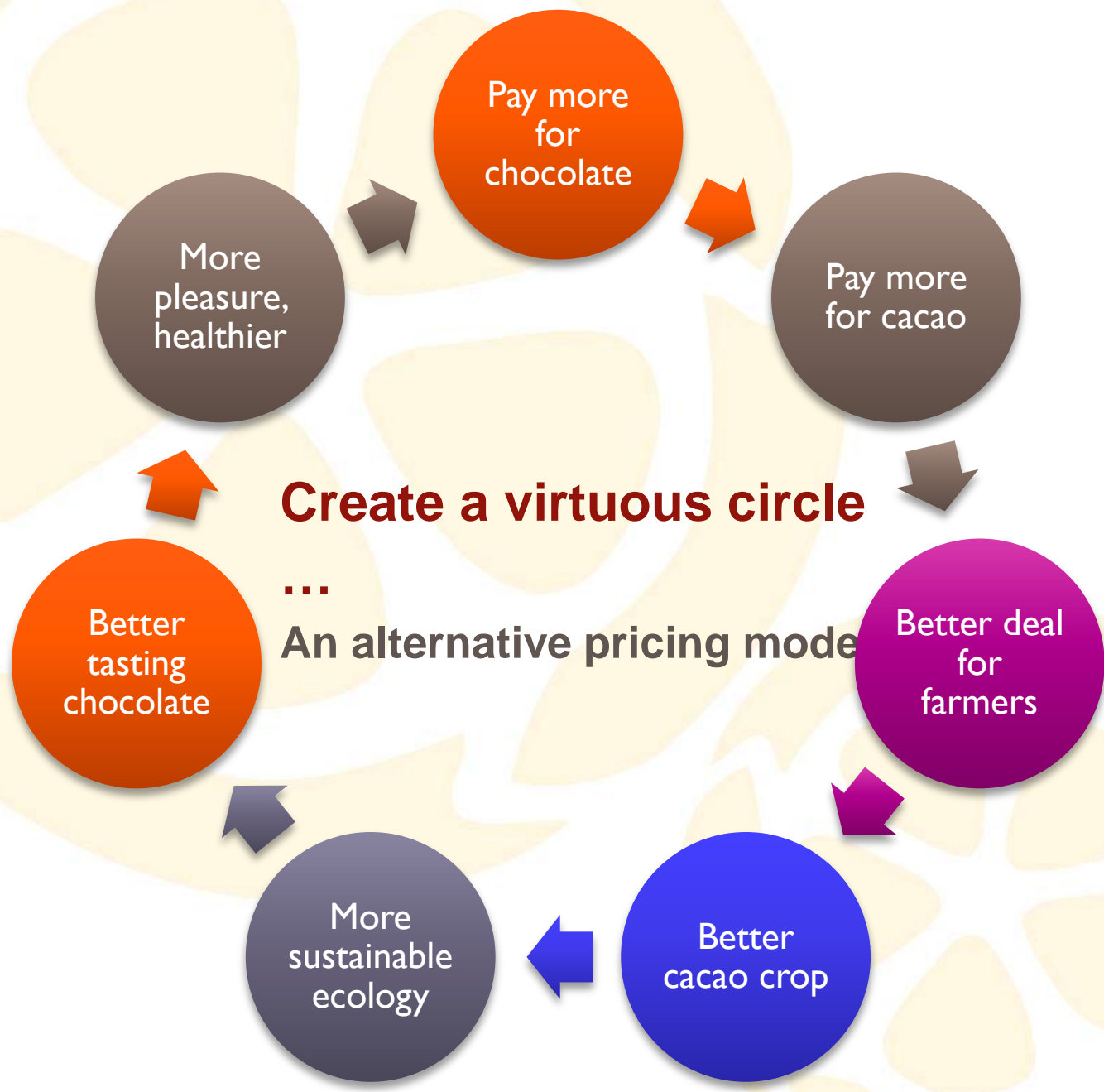
Åkesson's Organic, Switzerland
Amano, USA
Amma, Brasil
Bonnat Chocolatier, France
Chocolaterie A. Morin, France
Martin Christy, Seventy%, UK
Friis-Holm Chokolade, Denmark
Grenada Chocolate Company
Guittard Chocolate Company, USA
Itzel Chocolate, Guatemala
Kate Johns, Chocolate Week, UK
Monica Meschini, 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**



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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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