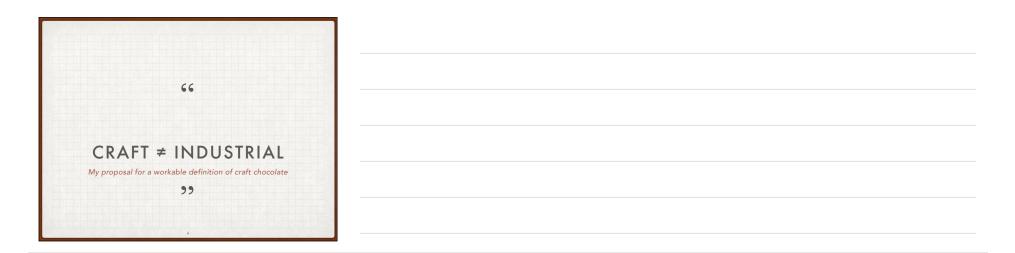
THE PAST, THE PRESENT, AND THE FUTURE OF **CRAFT CHOCOLATE**



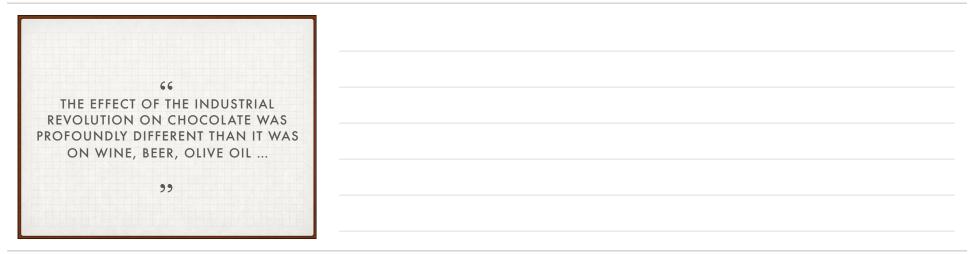








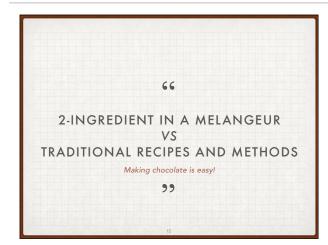
	66
TODAY DID NO	WE KNOW IT TODAY T EXIST BEFORE THE
	L REVOLUTION.
	>>





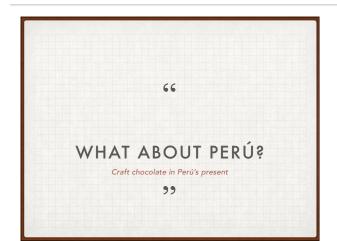
THE PRESENT	

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WHEN IT COMES TO MODERN-DAY CRAFT CHOCOLATE, THE PRESENT BEGINS IN BERKELEY, CA IN1997.
99
n

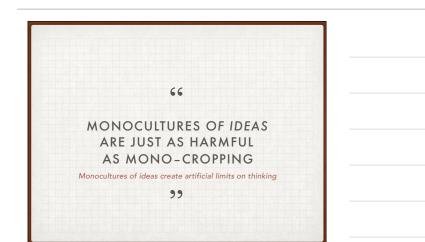


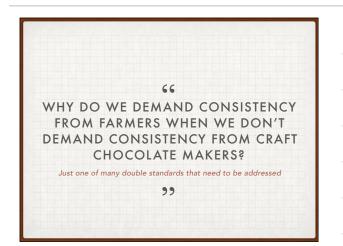
66
WO-INGREDIENT IS NOT INHERENTLY
PURER OR BETTER. IT'S JUST A STYLE. AND JUST ONE OF MANY.
2-ingredient chocolate is retro
>>

66 MODERN CRAFT CHOCOLATE
MODERN CRAFT CHOCOLATE
STILL TOO NEW TO BELIEVE ONE STYLE IS "THE BEST"
This is a fundamental challenge for growing the sector



THE FUTURE





66		
FINE FLAVOR FORASTEROS ARE A THING. REALLY.		
The focus on "fine" is unnecessarily limiting		

