

THE PAST, THE PRESENT, AND
THE FUTURE OF

CRAFT CHOCOLATE

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WHAT DO I MEAN WHEN I SAY
CRAFT CHOCOLATE?

Before I can begin, you need to know what I mean

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FIND THE MOST LABOR-INTENSIVE
WAY TO DO A TASK ... AND DO THAT
AT EVERY STEP IN THE PROCESS.

A humorous observational definition of craft chocolate

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CRAFT ≠ INDUSTRIAL

My proposal for a workable definition of craft chocolate

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ARTISAN(AL) ≠ HAND MADE

VERY LITTLE CHOCOLATE IS HANDMADE



Source: Huffington Post

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THE PAST

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CHOCOLATE AS WE KNOW IT TODAY
TODAY **DID NOT EXIST** BEFORE THE
INDUSTRIAL REVOLUTION.

Modern chocolate is a product of the industrial revolution

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THE EFFECT OF THE INDUSTRIAL
REVOLUTION ON CHOCOLATE WAS
PROFOUNDLY DIFFERENT THAN IT WAS
ON WINE, BEER, OLIVE OIL ...

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WHAT ABOUT PERÚ?

Craft chocolate in Perú's past

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THE *PRESENT*

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WHEN IT COMES TO MODERN-DAY
CRAFT CHOCOLATE, THE PRESENT
BEGINS IN BERKELEY, CA IN 1997.

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2-INGREDIENT IN A MELANGEUR
VS
TRADITIONAL RECIPES AND METHODS

Making chocolate is easy!

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TWO-INGREDIENT IS NOT INHERENTLY
PURER OR BETTER. IT'S *JUST* A STYLE.
AND *JUST* ONE OF MANY.

2-ingredient chocolate is retro

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MODERN CRAFT CHOCOLATE IS
STILL TOO NEW TO BELIEVE
ONE STYLE IS “THE BEST”

This is a fundamental challenge for growing the sector

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WHAT ABOUT PERÚ?

Craft chocolate in Perú's present

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THE *FUTURE*

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MONOCULTURES OF IDEAS
ARE JUST AS HARMFUL
AS MONO-CROPPING

Monocultures of ideas create artificial limits on thinking

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WHY DO WE DEMAND CONSISTENCY
FROM FARMERS WHEN WE DON'T
DEMAND CONSISTENCY FROM CRAFT
CHOCOLATE MAKERS?

Just one of many double standards that need to be addressed

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FINE FLAVOR FORASTEROS ARE A
THING. REALLY.

The focus on “fine” is unnecessarily limiting

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MORE DIVERSITY, NOT LESS

More styles, production pathways, more flavors ...

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WHAT ABOUT PERÚ?

Craft chocolate in Perú's future

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**THE FUTURE
BEGINS TODAY**

And it is in your hands

”

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LIVE #LAVIDACOCOA
@DISCOVERCHOC

**THANK
YOU**


