



## ***O Mundo “Bean to Bar” nos Estados Unidos***

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## Beginnings - The First Ten Years

The modern bean to bar movement started in the United States in 1996. It was founded by Bob Steinberg and Robert Scharffenberger, who coined the term “bean to bar” do distinguish it from confectionery chocolate. John came out of the sparkling wine industry and wanted to create the American version of Valrhona chocolate. For the first five years Scharffen Berger did not make any single origin chocolates – John’s background was as a champagne blender. I became interested in what we now call bean to bar chocolate when I was introduced to Bonnat single-origin chocolate in 1994.



## The Early Years: 1996 - 2006

The first ten years saw small growth in the number of makers in the US – from 1 in 1996 to fewer than about a dozen by 2006.

2001 saw the launch of two important online efforts: [seventypercent.com](http://seventypercent.com) and [chocophile.com](http://chocophile.com)

2004 saw the launch of [chocolatealchemy.com](http://chocolatealchemy.com) and the expansive growth of small chocolate makers began.

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2006 - 2016

During the middle period, the most influential early name in bean to bar chocolate in the US – and the world – splashed on to the scene: Mast Brothers.

(They would effectively be out of the market by the end of this period.)

Late 2007/early 2008 saw the introduction of TCHO Chocolate, with investment by the founders of Wired Magazine.

2011 saw the introduction of another important maker: Dandelion Chocolate.

By the end of 2016 there were well over 200 small makers in the United States alone – no one knows exactly how many.



## The Present: 2016 - Today

The number of makers globally exploded. My personal estimate is over 2500 based on the numbers of new makers I see weekly in my social media feeds.

In a mature market, about 40% is North America (US, Canada, Mexico) which adds up to 800-1000 small makers, which sounds about right.

What surprised me most about COVID over the past 2+ years is how few established makers went out of business.



## Chaves Para o Futuro do Brasil

Key things to think about for the future – for the US, Brazil, and elsewhere.

Language

Awareness

Community

Diversity

Impact

Flavor



***Perguntas?***

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## Important Notice About “Bean to Bar”

Much of the chocolate made around the world is made from beans and thus qualifies as bean to bar chocolate.

This includes bars made by the huge confectionery chocolate companies.

Many big confectionery chocolate companies are now using the phrase bean to bar in their marketing and packaging

Bean to bar USED to mean the chocolate was made by a small company that paid great care and attention to ingredients and process.

This is no longer the case and the search is on for a suitable alternative.



## Origins

Chocolate as we know it today evolved out of a series of inventions stretching from 1818 through 1879.

The cocoa butter press, alkalization, adding cocoa butter to chocolate, milk chocolate, conching.

Since then, white chocolate was introduced in the 1930s and most inventions have focused on making chocolate faster and cheaper.

The first modern single-origin chocolates marketed as single-origin chocolates were introduced by Bonnat in 1984 for the 100<sup>th</sup> anniversary of the company.

Valrhona introduced Manjari in 1986.

In the late 1980s Brazil was the largest producer of cocoa in the world.

None of the above happened in the United States