

Let's compare **Craft & Confectionery Chocolate**

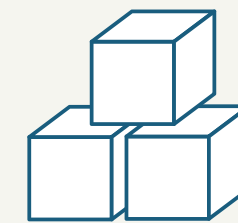
Craft: Savour

Confectionery: Scoff

INGREDIENTS



Adopt the 'less is more approach', only use cocoa beans, cocoa butter, and (a little sugar) to encourage savouring



Use the bliss point strategy (adding fat, salt, and lots of sugar) to encourage habit forming and scoffing.

FLAVOUR



Make in small batches focusing on flavour, balance, length, complexity and delight (note: always whole bean roast)



Make as cheaply and consistently as possible through e.g., nib roasting, high speed conching, and "mass balance".

BEANS



Source beans with the finest flavours that are properly fermented, dried, and stored.



Source "commodity" ingredients: not just cocoa, but also sugar, palm oil, emulsifiers and many other additives to achieve consistency

FARMERS



Pay farmers fairly for their expertise, 3 - 10 times more than commodity prices (and enough to live on)



Encourage farming of commodity cocoa, paying commodity prices such that West African farmer incomes is less than \$0.80 per day

ENVIRONMENT



Preserve the environment, protect and replant the rainforest, prevent desertification, etc.



Set up initiatives to "investigate" child labour, desertification, deforestation, etc.