

La via del Cioccolato
Route du Chocolat
The Chocolate way
La Ruta del Chocolate
Die Schokoladen-Straße
Csokoládé útvonál
Cokoladna Pot

**Candidate for the Mention:
Cultural Route of the Council of Europe**



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CULTURELS

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Historical introduction

Beverage Identification of Mesoamerica

Our story begins in the American continent where the plant of the cocoa grew and was cultivated by pre-Columbian peoples.

The cocoa tree has ancient origins and, according to precise botanical research it is assumed that was present more than 6000 years ago in the Amazon River and in the Orinoco.

First farmers who began cultivating the cacao tree were the Mayans only around 1000 BC. The lands which extend between the peninsula of Yucatan, Chiapas and the Pacific coast of Guatemala were therefore the first to see the beginning of the history of cocoa.

The Mayans during their classical period between the third century and the tenth century, began to call the cocoa with the term "kakaw". In that time they began to mix to the drink aromas of various nature, such as chili.

From the Maya, chocolate was called kakaw uhanal, "food of the gods", and its consumption was reserved only for some classes of the population (kings, nobles and warriors). The Mayans were fond of the cocoa drink prepared with hot water. Water was said haa, and hot it was said chacau. The cocoa drink assumed the simple name chacauhaa. Synonymous with chacau was chocol, hence chocolhaa, surely the first name that comes close to the Spanish chocolate.

Taking a further step, we come to the sixteenth century where among the Aztecs it was consumed a drink made for half of cocoa ("cacahuatl") and half of "pochotl" which took the name Xocolatl ("chocol" of Mayan roots which means hot and "atl" root Aztec which means water, say "ciocolate").

The xocoatl had the effect of alleviating the feeling of fatigue, effect probably due to the teobromina in it. It was a luxury item throughout the pre-Columbian Central America, the cocoa seeds were used as a trading currency and also as a unit measure: in the treasure of the emperor Moctezuma (better known with the misspelled name of Montezuma) they could find almost a billion.



Montezuma 1699

When the Spanish came into contact with the Aztecs preferred to adopt the word "chocolate." This fact depends on the phenomenon by which the words of a certain language can have sounds and meanings unacceptable in others.

The term "caca" in Spanish is a vulgar expression, related to excrement.

It could not be a tolerable sound to indicate a beverage consumed mainly by the aristocracy and the royal nobility, especially if it refers to a beverage dense, dark brown and originally bitter. A second theory derives the word from the Aztec god Quetzalcoatl, which according to the legend gave to mortals the seed of cocoa to make a bitter drink, energetic and aphrodisiac. According to this theory from here derives the name of cacahuete seed and then also chocolate.

The molinillo, a tool very much in use in Europe to mix the hot chocolate also derived from pre-Columbian, is not the diminutive of the Spanish mill (mill), which actually has nothing to do with the movement that is needed to prepare the chocolate, but from Molinia Nahuatl verb, which means move, beat and mix, from which also derives the noun moliniani, that indicates what is moving or shaking.



The history of cocoa and chocolate

The Spanish did not immediately appreciate the hot drink made with cocoa. José de Acosta, a Spanish Jesuit missionary who lived in Peru and then Mexico in the late sixteenth century wrote:

Disgusting for those who do not know it, with a foam or a film on the surface that is very unpleasant to the taste. However, it is a drink very much appreciated by the Indians, who use it in the honor of nobles who cross their country. The Spanish, both men and women, who have become accustomed to the country are very greedy of this Chocolate. They say they prepare it in different kinds: hot, cold, warm and they also make a paste which they say is good for the stomach and against the catarrh.

In 1502 there is the contact of cocoa with European civilization: Christopher Columbus during his fourth and final voyage to America arrives in Honduras where he had the opportunity to taste a drink made of cocoa. Returning, he brought some cocoa beans to show to Ferdinand and Isabella of Spain, but gave no importance to the discovery, probably not particularly impressed by the bitter taste of the drink.



The meeting between Hernán Cortés and the Emperor Montezuma

Only with Hernan Cortez the introduction of cocoa in Europe became more widely.

It was the year 1519. He arrives in the New World from Spain and the local population mistakes him for the God Quetzalcoatl, who according to legend was supposed to return in that year. The emperor Montezuma, then, welcome him with open arms and offers him a full cocoa plantation with related income. In 1528 Cortez brings in Spain some cocoa beans, giving them as a gift to Charles V. The first documented cargo of cocoa to Europe for commercial purposes traveled on a ship from Veracruz to Seville in 1585 (in Seville there was the house of the Royal Council of the Indies, through which the Spanish crown controlled all trades, the administration and military and religious aspects of their colonies overseas. All material movements took place through the port of Cadiz).

The Chocolate: a European invention

In 1534 in the Monastery of Pietra Nera near Zaragoza an unknown monk leaves to another monk a "papello" which marks the birth of a very successful combination. The "papello" says: "add to the drink of chocolate a little sugar and you'll see it will taste much better.

Is the discovery and development of chocolate whose meaning still today is just cocoa + sugar.

Remembering that the sugar had been introduced by the Arabs three centuries before importing it from Asia. The chocolate was always served as a beverage, but the Europeans, and in especially the Spanish Cistercensi and the Jesuits monastic orders, custodians of a long tradition of mixtures and infusions, added the vanilla and sugar to correct the natural bitterness and removed pepper and chilli.

All along the Spanish coast of the Mediterranean, Alicante, Valencia, Barcelona, is introduced another tool derivated from the Mesoamerican: is the Metate, the curved stone where cocoa seeds are broken and reduced in cocoa paste with the aid of a rolling pin. That gave birth to the chocolate processing "alla pietra"(of the stone) that will be the most common way of making chocolate spread in different countries.

For the entire sixteenth century the chocolate remains exclusive to Spain, which increases the cultivations.

Travelers, migrants, merchants, religious orders, court's marriages, made that chocolate spread quickly throughout Western Europe.

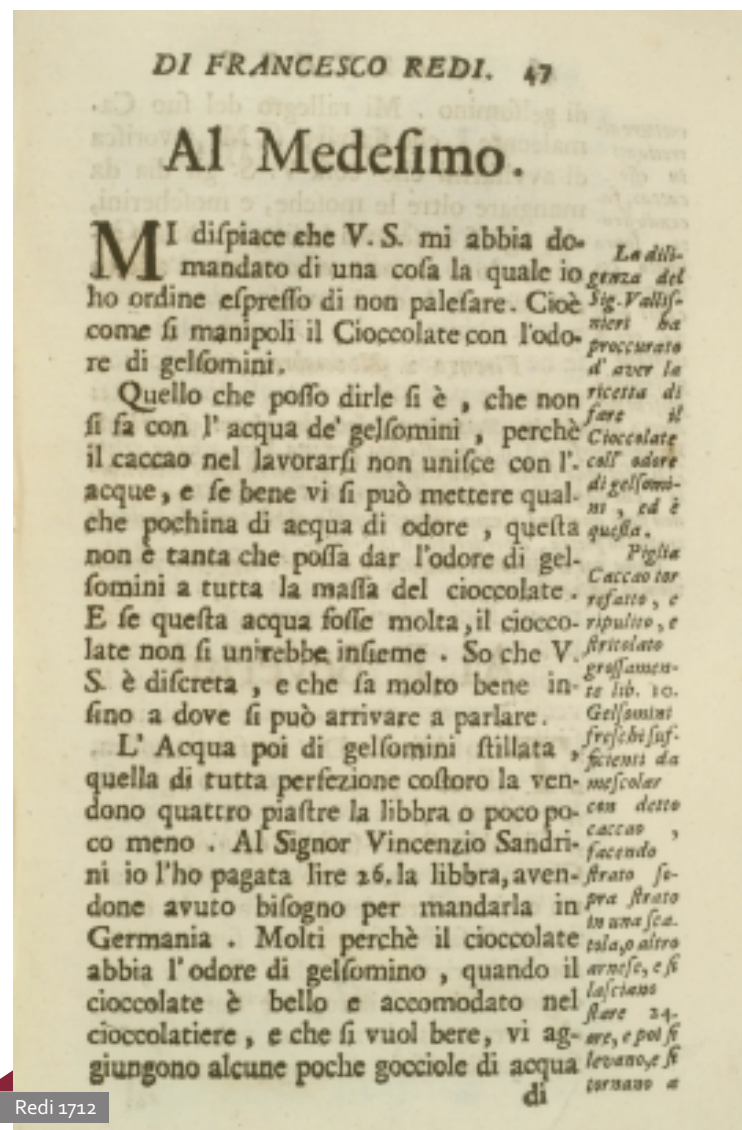
Between the late '500 and the beginning of '600 cocoa was probably imported into Italy, in Piedmont, by Catherine, daughter of Philip II of Spain, who married in 1585 Charles Emmanuel I, Duke of Savoy. We must not forget that the Spanish reigned in southern Italy and was probably due to their influence that cocoa spread in Italy. For this reason numerous imports of cocoa are reported in Palermo harbor and thanks to the sugar plantations nearby, the County of Modica became one of the most representative places where the consumption of chocolate "of the stone" came up to now maintaining a tradition intact for centuries.



Metate

In the seventeenth century Cocoa arrived in Tuscany thanks to the merchant of Florence Francesco d'Antonio Carletti. In 1606 chocolate was produced in Italy in the cities of Florence, Venice and Turin. [] The traces of the ancient link between Florence and chocolate are found in some of the book collections of the National Central Library of Florence (Magliabechiano and Palatine), where can be traced numerous writings that testify from 1600 an intense debate on cioccolatte and its consumption (Francesco Redi, Lorenzo Magalotti Francesco D'Antonio Carletti). Still in Florence, since 1680, many writings can be found on the subject chocolate. In 1680 comes out the difference between food and 'l cioccolatte (Gio. Battista Gudenfridi), followed in 1728 by: Opinion around the use of chocolate (Gio Battista Felici), Letter which examines the reasons adduced by the author of the first opinion around the use of chocolate (Lorenzo Serafini), Academic lecture in praise of chocolate (Giuseppe Avanzini) and Other opinion around the nature, and the use of chocolate written in the form of letters (Francesco Zeti). At the beginning of the 600 thanks to the settlement of an important Cistercense Monastery and the escape of many Jews from the Spanish Mediterranean coast, is introduced in Bayonne (France) the use and consumption of chocolate. Still at the beginning of the 600 'consumption of Chocolate is introduced into the Spanish dominions of Belgium in the cities of Brussels and Bruges. At the same time in 1615, Anne of Austria, wife of Louis XIII, introduced the chocolate in France. In 1650, the chocolate is also sold in England: in Oxford it begins to be served the chocolate in the same rooms where the coffee was served. In the

seventeenth century it became a luxury diffused among the nobles of Europe and the Dutch, skilled sailors, snatch the Spanish the world control of chocolate and commercial dominance. In the Venice of the eighteenth century were born first "botteghe del caffè" (or coffee house) precursors of our bars, they were, certainly, even " botteghe della cioccolata" and competed to change the existing recipes inventing new versions. In 1760 Gazzetta Veneta documents the now enormous diffusion of the product. Until the Eighteenth century chocolate is considered the panacea for all ills, and are attributed to it miraculous virtues. Brazil, Venezuela, Martinique and the Philippines increase disproportionately cocoa cultivation; simultaneously many European cities became famous for the chocolate processing; one example among all is Turin, which has a production of 350 kg per day, most exported in Austria, Switzerland, Germany and France, where gradually the preparation of chocolate beverages becomes a passion for many Now the new evolved middle classes who loves to be surrounded with luxury emulating habits and customs that were characteristic of the nobility 'experiments' the advent of the consumption of colonial products, celebrating them in places designated to be the founding core of the nascent consciousness of civil society: "bars, coffee shops". Many of them, represents a common heritage that today our itinerary celebrates as historical places that unite the European cities of Chocolate.



Redi 1712

At the end of the eighteenth century the first chocolate for living room (cioccolatino), as we know it today, was invented in Turin by Doret: the chocolate tradition in 1800 was so rooted in Turin and Piedmont that most of

the chocolatiers working in Italy as Gay-Odin in Naples ,were originally from this region. In 1802 Bozzelli invented a machine to refine the cocoa paste and mix it with sugar and vanilla.

Actually it was not until 1820 that the system was developed, and the first commercial chocolate bar was produced in England. In 1826, Pierre Paul Caffarel started the production of chocolate in large quantities thanks to a new machine capable of producing over 300 kg of chocolate per day. In 1828 the Dutchman Conrad J. van Houten patented a method for extracting fat from cocoa beans transforming them in cocoa powder and cocoa butter. He also developed the so-called Dutch process , which consists of treating cocoa with alkali to remove the bitter taste. These treatments made possible to produce the chocolate in bars. The first chocolate in solid form in wider scale than the Doret one seems to have been produced in 1847 by Joseph Fry. In 1852 in Torino Michele Prochet begins to mix cocoa with hazelnuts crushed and toasted creating the Gianduia pasta which will then be produced under form of individually wrapped gianduiotti.

Daniel Peter, a Swiss candle maker joined his father in law in production of chocolate. In 1867 began to include milk among ingredients and presented on the market the milk chocolate in 1875. To remove the water contained in the milk, allowing a longer conservation, was assisted by a neighbor, a food for child manufacturer named Henri Nestlé.

In 1879, Rudolph Lindt invented the process called conching, which consists in maintaining the chocolate mixed for a long time to make sure that the mixing is homogeneous. The chocolate produced by this method is the so-called "dark chocolate".

Cocoa was also cause for constant financial struggle between the great exporters (Africa and Brazil) and the buying markets (Europe and USA). The initial artificial increase in prices led to a form of commercial boycott , suppressed by the needs of World War II. After the war, there was a decrease in the product, determined by diseases and aging of the plantations, a symptom of a non- prudent management.

The commercial value of American production (especially Mexico and Guatemala) is higher than the production of African countries. In Italy, the region of Piedmont produces 40% of Italian production for a volume of 85,000 tons per year. In 1946 Pietro Ferrero created a hazelnut cream with the intention to sell a few pounds to the confectioners of Alba: the product was a success beyond expectations and a few years later, in 1964, was born the Nutella, which became very popular.



Portrait of a woman who is about to drink chocolate (Jean-Étienne Liotard, 1744)

The chocolate and the great historical figures

A lot of historical personalities, included Kings, Emperors, Musicians, Writers and Popes had a passion for chocolate.

-- Pope Pio V although was inflexible in many ways, generated a stir allowing to drink a cup of chocolate a day in the periods of fasting, citing as reasons that it was liquid;

•the favourite food of Louis XV;

-- Maria Antonietta, Louis XVI's wife, that always travelled with her personal chocolatier;

-- Voltaire, that drunk a dozen of chocolate cups a day, to combat the weakness on his old age;

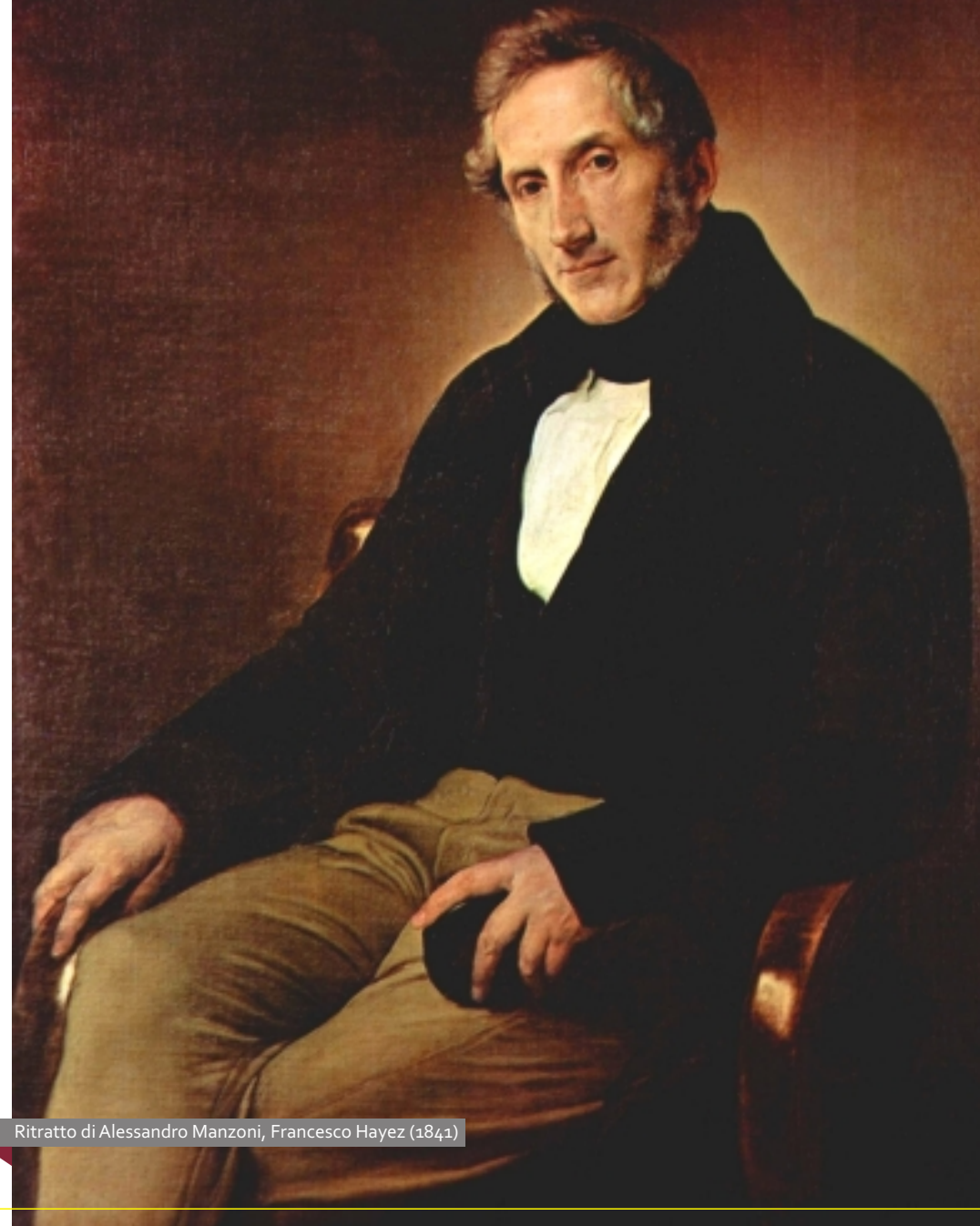
-- Carlo Goldoni, praised in various ways the chocolate beverage in his comedies;

-- Giacomo Casanova, used chocolate for the aphrodisiacs effects.

-- Wolfgang Amadeus Mozart sings his desire for chocolate in "Così fan tutte";

•And then certainly to mention the great lovers of chocolate like Čajkovskij, Strauss, Stendhal, Leonardo Sciascia, Alessandro Manzoni, the Marquise de Sèigné, Gabriele D'Annunzio e Fidel Castro.

*«Throat and vanity, two passions that grow over the years»
Alessandro Manzoni*



Ritratto di Alessandro Manzoni, Francesco Hayez (1841)

Citations on chocolate

*Love the chocolate deeply, without complexes or guilt, because I remind you:
"Without a touch of madness, there is no reasonable man"*
François De La Rochefoucauld

"In battle, what do you need the munitions for? I prefer to bring some chocolate"
George Bernard Shaw

*"If you're not feeling well, if you have not slept, chocolate will make you relive. But you don't have chocolate!
I think constantly of that! My dear, how will we ever do?"*
Marchesa Di Sévigné

"Among these, the liquid [chocolate], do not constitute an interruption of fasting."
Francesco Maria Brancaccio

Life is like a box of chocolates, you never know what you're gonna get!

Tom Hanks, in Forrest Gump, 1994

Take some chocolate, then bad companies will seem good to you.

Madame de Sévigné

Nine out of ten people like chocolate, the tenth lies.

John Tullius

An idea is like a chocolate croissant. You have to let it to cool to see if it is really good.

Serge Uzzan



The European Cultural Route of Chocolate

The Chocolate Way Association

The European Cultural Itinerary of Chocolate

The chocolate is a European invention. The cocoa, coming from South America, is joined for the first time to the sugar in Saragoza in 1534 because originally arrived in Spain in the form of breads and seeds around 1520.

The first memorials that mention it come from the Spanish Royal Court of the '500. Greedy secret among the monastic orders, spreads initially in the European Courts, becoming popular among masses in the twentieth century. Ancient commercial documents, court cookbooks, botanical studies, production of ceramics proves completion of a rapid spread from '600 onwards in Belgium, then in France and Italy and later in Austria, Germany, Netherlands, UK and Switzerland.

From Spain, the chocolate-making tradition, linked initially to the ceremonial of the aristocratic and ecclesiastic goodies, then spread throughout Europe, leading to consumption of a involved middle class between 700 and 800 that was celebrating the birth of civil society at the coffee bars before and, after the industrial revolution, in the widespread and daily consumption of our time.

The chocolate-making tradition it is inseparably linked to some cities and places that still represent in the collective imagination the capitals of chocolate. Based on these historical and cultural evidence born the idea of our itinerary. The partnership that has formed between the institutions and local authorities of several States puts into practice the principle that the knowledge and use of the heritage included in the right of citizen participation in cultural life, through the rediscovery and promotion of traditional production places of ancient crafts, involving different professionalism'.

"The Chocolate Way" aims to present the cultural heritage as a useful source for the cultural development, the promotion of diversity and the promotion of intercultural dialogue and for a model of economic development based on the principles of sustainable use of resources. Is to be ensured knowledge and access to all through the use of modern communication systems. Transnational exchange training projects for young people have began, even with scholarships to ensure access to new skills. It is therefore wanted to develop the principles expressed in the Conventions such as the understanding between peoples and the enhancement of cultural diversity through ongoing projects in which is



promoted cross-border cooperation between European countries and between Europe and Latin America for the protection and enhancement of mutual knowledge through cultural and educational exchanges for young people and businesses.

The Chocolate Way Association

The Association "the Chocolate Way" was born on July 22nd 2014 to promote and support the European Route of Chocolate.

Is formed by:

Chamber of Commerce Perugia

Chamber of Commerce Terni

Chamber of Commerce Ragusa

Chamber of Commerce Cuneo

Laboratory Chamber of Commerce Torino

Chamber of Commerce Alicante

Unioncamere Italia

Route Belgique du Chocolat

Choco-Story

Chocolaterie Defroidmont

Ville de Verviers

Chocolaterie JP Darcis

Seventy %

Università dei Saporì

*Asociacion de fabricantes de Turron,
Derivados y Chocolate
de la Comunidad Valenciana*

Museo del Turron de Alicante

Museo del Chocolate Valor de Valencia

*Museu de la Xocolata (Chocolate Museum)
de Barcelona*

*Consejo Regulador de las indicaciones
geograficas protegidas Jijona*

Municipalidad de Babohoyo - Ecuador

Accademia dei Maestri Cioccolatieri Italiani

Eurochocolate

Fine Chocolate Organization

Consorzio di Tutela del Cioccolato di Modica

Istituto Italo – Latino – Americano - IILA

*International Society of Chocolate
and Cocoa in Medicine – (ISCHOM)*

Université Catholique de Louvain

Laurent Gerbaud

Sterkmans Events

Musée "Les Secrets du Chocolat"

Atelier du Chocolat

Schwarz & Gehilfen

Municipality of Castelli

Ibertur – University of Barcelona

Municipality of Zaragoza

Melange Chocolate Ltd - The Chocolate Museum

The Chocolate Boutique Hotel

Edes Napok KFT (Sweet Days Budapest)

*Radovljica Tourism Board
(Radovljica Chocolate Festival)*

Passero Country Chocolaterie

*Confédération des Chocolatiers
Confiseurs de France*



General Assembly the Association "The Chocolate Way"

Purposes

The Association "Chocolate way" intends to pursue the following objectives:

a) to promote the official recognition of a cultural route dedicated to chocolate (hereinafter: the "Cultural Route") entitled La Via del Cioccolato - The Chocolate Way".

To manage and develop, following official recognition of the Cultural Route upon receiving legal status according to Italian Presidential Decree 10 February 2000 no. 361.

b) promote, enhance and protect the European artistic, historic, cultural heritage, material and immaterial, linked to cocoa and chocolate in Europe over the centuries, as well as expanding its knowability by putting Chocolate Routes in a network, highlighting both the role that chocolate has had over the centuries and its present role

fostering communication between European populations and distant cultures, even overseas, bringing them closer through trade.

c) promote the production of artisan made chocolate as a symbol of European identity, through the diffusion of craft knowledge and of traditional techniques, promoting the construction of a common European citizenship and contributing, more generally, to improve the spread of the European image and cultural identity.

d) enhance and promote the artisan confectionery product, in particular, chocolate, as part of a healthy Mediterranean diet with the nutritional values ascribable to it.

e) promote and support projects of cooperation of cocoa's origin Countries to assure a better tenability of all the chocolate supply chain.

The name "Chocolate Way" will be translated into the official language of the various Countries adhering to the Chocolate Route.

Actions

In order to achieve its aims the Association intends to carry out, in Italy and abroad, all the activities below:

- Implementation of projects in vital sectors such as protection of human rights, social cohesion, protection of the environment, equal opportunity and education;
- realisation of Cultural exchanges between Countries producing raw material and Countries acceding to the Cultural Route.
- promoting and supporting the development of common projects, training activities, exchange initiatives between cities and countries acceding to the cultural route "Chocolate way", of a scientific, cultural, artistic, social, economic and tourist type, promoting the areas involved, their landscape, culture and their tangible and intangible heritage;

- identifying and enhancing the history and culture of cocoa, chocolate and other derived products, as well as confectionery products protected by PDO and PGI, identified according to the European Directives in force;

- defining and implementing the best practices and rules for the conservation, development and maintenance of traditional techniques in chocolate making, in order to promote typical local products in accordance with Community directives and regulations;

- promoting and organising events, debates, conferences or meetings, lesson cycles, training courses and cultural exchanges even involving high schools, universities and research centres in the territories concerned in the European cultural route "Chocolate way";

- promoting the signing of protocols, agreements and conventions aimed at encouraging the involvement of parties outside the Association, with whom they share goals and activities, so as to involve all territory players concerned in the development of the European cultural route;

- creation, management and development at national and international level of the brand "The Way of Chocolate" and other intellectual property rights in the areas in which the Association works; The use of the brand is reserved exclusively to the members, according to a regulation approved by the Assembly. The use could be for consideration and proceeds are reinvested by the Association for cultural purposes for the achievement of social goals.

- The Association also manages relations with European institutions, national, regional and local authorities. In particular, it is responsible for relations with the European Institute of Cultural Routes, in relation to everything concerning the cultural route.

- Monitoring, data collection, validation, storage and processing of data and observations relevant to the chocolate and confectionery industry in general;

- Organization of/and/or participation in trade fairs and exhibitions.

The Association may carry out other related activities incidental in nature and structurally functional to achieve the economic, commercial and financial aims (to the extent permitted to non-financial institutions) as well as participate in other associations and also acquire stakes or shares in companies or bodies having aims similar or related to their own.



The Chocolate way



United Kingdom

Germany

Belgium

France

Hungary

Slovenia

Italy

Spain

York

Bournemouth

London

Bruges

Brussels

Verviers

Paris

Tübingen

Strasburgo

Budapest

Moravske Toplice

Berna

Belluno

Radovijica

Torino

Cuneo

Bayonne

Zaragoza

Barcelona

Valencia

Alicante

Perugia

Terni

Castelli

Modica

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Legenda



Historical Sites

Chocolate Shops
Historical Bars
Factories
Hotels



Activities

Workshops
Tasting courses
Events



Museums

Museums
Art sites

Spain

Chocolate production is an activity that is strongly represented along Valencia community, although its production highlights some centers in the province of Alicante (Villajoyosa) and in the district of Marina Baixa, where an industrial chocolate subsector dominates from the nineteenth century against other areas, like Valencia city (which once had 27 factories in 1936) and Torrent (with 54 registered factories in 1939). Similarly, the chocolate industry was present in other places like Xativa, Albaida, Sueca, Requena, Chelva and Burjassot.

However, the chocolate of the village, and especially, the known as "Chocolate de Alicante" began its history in 1810, according to the existing documentation. The town of Villajoyosa pioneered the export of chocolate in the Valencia Community in nineteenth century,

Valencia

ASOCIACIÓN DE FABRICANTES DE TURRÓN, DERIVADOS Y CHOCOLATES DE LA COMUNIDAD VALENCIANA



The Nougat, Derivative Products and Chocolate Manufacturers Association of the Community of Valencia (TDC) was formally constituted in 1997. It has a legal personality and full capacity to act.

The TDC is a Businessmen's association and includes a large number of companies in nougat, derivative products and chocolate industry. Its main aim is to represent, coordinate, defend and foster the common interests of all its members. The Association is developing important projects for the future, including the possibility of extending the promotional activities to new fields, both nationally and internationally.

The following are some of the most important functions of the TDC:

- Protection and defence of interests, as determined by the business activities in the nougat, derivative products and chocolate industries.

ASOCIACIÓN DE FABRICANTES DE TURRÓN,
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TDC Asociación de Fabricantes de
Turrón, Derivados y Chocolate
de la Comunidad Valenciana



- Promotion and cooperation in order to enhance the development of member companies.

- Organisation of promotional, informative and training activities, including commercial delegations, in several directions, both on national and international level; training courses; market research and surveys.

- Signing of local, national or international agreements or conventions affecting the group as a whole, in respect of industrial, trade union, economic, tax, administrative or labour matters directly or indirectly related to the represented activity.

The activities of the companies belonging to the TDC include the complete manufacturing process of bakery and confectionery products and can be divided in two categories: the manufacture of raw materials and products ready for consumption.

The production of raw materials is just as important as the manufacture of the products ready for consumers.

CHOCOLATE MUSEUM - VALOR



This museum allows you to discover the history of chocolate through all the references and valuable parts factory value has gathered over more than 125 years of history. Museum discovers the best kept secrets for the long chocolate tradition of family value, so deeply rooted in Villajoyosa. The premises of the Museum can be enjoyed inside and out. Before entering the premises it is necessary to stop at the exterior of the enclosure where large machines and a car that marketed chocolate are exposed

Two routes, one theme and other chronological, which facilitate the travel of the Museum are scheduled. The first one provides a sample of trade, consumption, packaging, raw materials, chocolates and molds. In the chronological it is given to know the evolution of the chocolate industry through the story of three factories owned by value, dedicated to the production of this food from the 19th century. Great Chocolate Museum!! The most pleasant, enthusiastic and informative museum about the chocolate



CHOCOLATE MUSEUM VALOR

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www.valor.es/en/museo-del-chocolate/

chovalor@valor.es



in a tour visit guide. Next to the museum is the factory itself since you can smell a wonderful emanating from the vents around it. Very interesting is the history, artifacts and photos from times gone by.

At the Chocolate Museum, you are taken on tour and showed how chocolate used to be made, plus all the old tools they used, you are then shown where it is made nowadays, then taken for samples and purchasing the chocolate that you prefer. Nice to take a visit. Alicia Visitor says... We really liked the exhibition of the very decorative vintage tins. The samples in the shop were delicious and there was plenty of chocolate to buy at reduced prices. This was a free entry and much enjoyed by us all. They produce high quality serious chocolate and nothing aimed at a child's taste. I believe this is the third rated chocolate factory in the world.

At the Chocolate Museum, with few hours you are learning about chocolate, how it is made, where they get the different coco beans from and how they mix the wonderful chocolate, all in English and FREE what could be more exciting for a chocolate lover.

The Museo del Chocolate Valor (Chocolate

Valor Museum) was born in 1998 out of an agreement between the company Chocolates Valor, the owner, and Villajoyosa Council, whose Museo Municipal (Municipal Museum) is in charge of the technical management side. One of its missions is to spread information about everything related to the world of chocolate. This Chocolate Museum has one of the best collections of gadgets and machines used in the history of the chocolate industry. Set in a 19th century building, which used to be a small family-run factory, it gives visitors the opportunity to learn about the 500-year-old chocolate tradition.

For the true chocoholic, just thinking about chocolate can evoke a pleasurable response. So just imagine what a trip round a whole factory of the stuff would be like! "Valor" will take you to one of the oldest and most popular chocolate companies in Spain that has been producing a fantastic variety of mouth-watering treats since 1881. As you follow the unmistakable aroma, the first stop is the 'chocolate museum', where the guide will tell you some interesting facts about chocolate and also the history of this company; one of Spain's top producers. You will learn about the founders of this industry and see original tools used to produce this hugely popular treat.



CONSEJO REGULADOR



The Consejo Regulador was created with the sole mission to ensure that all products covered by this designation of origin comply with each and every one of the requirements for membership of the PGI (Protected Geographical Indication). The Consejo Regulador de las Indicaciones Geográficas Protegidas Jijona y Turrón de Alicante (CRIGPJTA) looks especially at promoting and advertising the products to expand their markets, to defense the protected product, the application of its rules, and the promotion and control of the quality of nougat made in the same municipality of Jijona (Alicante). Only the reliability of the quality management of the Consejo Regulador del Turrón can ensure the excellence of one of the most historical candy. Only the proper fruits of the earth in the area of our Geographical Indication meet organoleptic properties that characterize the sweet that has been able to produce an international phenomenon like this. Only the commitment and dedication of the people of Jijona, the careful selection of raw materials, the experience in the preparation of the master nougat, and the goodness of the earth could do nougat, the sweetest and healthier of the planet.

CONSEJO REGULADOR DE LAS INDICACIONES
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MUSEO TURRON



The Turrón Museum is a private institution dedicated to the recovery of the technological heritage linked to the elaboration of "Turrón" and marzipan and, in a more general manner, the technology related to the economic activity of Xixona throughout its history.

Xixona is a town which is 24 km. from Alicante and has a population of 7.500 inhabitants. The most important economic activity of Xixona during the XXth century has been the elaboration of "Turrón", marzipan and sweets although, in fact, these activities in a more sporadic form have their roots in the Middle Ages. Visitors are carried out in the company of a guide and include a tour through the current production plant so that one can observe the fabrication process from a viewpoint situated high above the plant floor and machinery. Likewise, brochures in several languages are available explaining the general contents of each plant. Turrón is a very old, traditional sweet of Moorish (Arabic) origin. Turrón has been a popular sweet for centuries, even outside Spain's borders. It is said that the Moors invented turrón over 500 years ago in Jijona, a small town about 30 miles or so north of Alicante. Jijona's economy is focused on the production of turrón and there is even a museum of turrón that chronicles the process and



history of the sweet. In addition, it is located within the factory that makes both "El Lobo" and "1880" brands of turrón. If you are lucky enough to visit the museum from mid-June to mid-December, you can watch the turrón production from a balcony high above the factory floor. There are two traditional basic types of turrón. Jijona Turrón, which is so smooth it has the consistency of peanut butter and Alicante Turrón, which is like a thick almond nougat candy, similar to peanut brittle. The wild flowers that bloom in the mountainsides all around the town of Jijona are food for the bees that produce the honey, which is such an important ingredient of turrón. The honey, together with the almonds from nearby orchards forms delicious turrón in the hands of artisan candy makers, called turróneros. In 1939 a Denomination of Origin for turrón from Jijona was created and in 1991 the rules of the denomination were revised.

MUSEO DEL TURRON
Carretera Busot, 0 km 1 Polígono Ciudad del Turrón,
0 - 03100 Jijona Alicante
Ph. +34. 965610712
www.museodelturrón.com
info@museodelturrón.com



France

In 1615, Anne of Austria, daughter of Philip III of Spain, introduces the chocolate beverage to her new husband, Louis XIII of France, and to the French court.

At the same time, in the Pyrenees and in the French part of the Mediterranean Sea it had spread the consume of the so-called chocolate stone. The French court embraces chocolate: when the Spanish Princess Maria Theresa is betrothed to Louis XIV of France, she gives her fiancé an engagement gift of chocolate, packaged in an ornate chest.

The chocolate craze which now includes candy takes hold in Paris and then conquers the rest of France. Chocolate's reputation as an aphrodisiac flourishes in the French court and of course art and literature is thick with erotic imagery inspired by chocolate.

At the beginning of the seventh century the settlement of an important Monastery Cisterciense and the escape of many of the Jews from the Spanish Mediterranean coast introduce in Bayonne the use and consumption of chocolate.

Paris

The "softened" version of the chocolate, which has become fashionable, was introduced at the court of France around 1615 by Anne of Austria, wife of Louis XIII. At the same time, in the Pyrenees and in the French part of the Mediterraneo it had spread the consume of the so-called chocolate stone. Between 1659 and 1688 the only chocolatier in Paris this was David Chaillou.

CONFÉDÉRATION DES CHOCOLATIERS CONFISEURS



Represent and defend the 4000 French professionals practicing the art of chocolate, confectioner and biscuit, artisans, manufacturers or retailers.

The Mission: Ensure the sustainability of trade chocolate confectionery.



The object: Organize and promote formations of chocolate confectionery:

- CAP
- Patent Technology Trades
- "One of the Meilleur Ouvrier de France" contest in chocolate confectionery, University of Chocolate and Confectionery for Professional Development, the Regional Unions Professional chocolatiers and confectioners Manage the Collective Agreement of the Chocolate Confectionery Biscuits and defend the interests of employers

CONFÉDÉRATION DES CHOCOLATIERS CONFISEURS

64 Rue de Caumartin - 75009 Paris

Ph. +33. 142851820

www.chocolatiers.fr

contact@chocolatiers.fr

Chocolatiers & Confiseurs de France



Bayonne

An abbreviated history of chocolate in France tells the tale of a population of skilled Jewish artisans who were expelled from Spain during the reign of Ferdinand and Isabella. Many thousands of Spanish Jews resettled in Portugal, only to be expelled from Portugal a short while later. Bayonne welcomed these immigrants whose many skills included fabricating chocolate into drinkable form.

Bayonne became famous for chocolate and the drink became the darling beverage of kings, queens and their courts, later, of common folk. But it was only in the 1800's that chocolate was used to make 'chocolates' as we know them today.

L'ATELIER DU CHOCOLAT

It all started with a dream and a passion...

In 1950, Madeleine and Joseph Andrieu settled in

Bayonne and created a firm for pastry, chocolate, ice cream and catering. The SARL Andrieu was born in 1982 under the direction of Serge Andrieu, their son, together with his wife Marie and Alain Pierre Mothes, a close friend of Serge. 1995 represents a turning point for SARL Andrieu: is the year of the creation of chocolate bouquet.



From this idea was created the concept of the Atelier du Chocolat. Today the company has about 140 employees. If you visit the Atelier Du Chocolat you will be able to see the first machines used to work with chocolate in the last century in Bayonne. The sign at the entrance of the town indicate: Bayonne is the first city in the chocolate. The history of chocolate in Europe is also told during the visit. Then, through glass panels overlooking the Workshop refrigerated rooms, you will see the best in action for the preparation of chocolate ganache and other chocolates. Finally the chocolate tasting: dark chocolate, 70% cocoa 97% cocoa, milk, hazelnuts, almonds. Adults and children looking for fun will find their happiness, because they can decorate their chocolate!

L'ATELIER DU CHOCOLAT

7 allée de Gibéléou - 64100 BAYONNE

Ph. +33. 0559550015

www.atelierduchocolat.fr

benedicte@atelierduchocolat.fr - export@atelierduchocolat.fr

Strasbourg

"LES SECRETS DU CHOCOLAT"



It is not a coincidence that the Marquise de Sevigne chose Strasbourg to host The Secrets of Chocolate. Located in the heart of Alsace, the main exporter of chocolate in France, "Les Secrets du Chocolat" will immerse you in a universe of taste. Discover the secrets of this wonderful world from the wheat of cocoa to chocolate, through its history and its production. Live performances, running machines, demonstrations and workshops especially for children and adults gourmets!

Wine and chocolate (themes depending on the season).

Chocolate making workshops.

Personalized chocolate.

Laboratory of Henri la Marmotte for children gourmets



MUSEO "LES SECRETS DU CHOCOLAT"

Rue du Pont du Péage - 67118 Geispolsheim

Ph. +33 388550490

www.musee-du-chocolat.com

CIOCCOLATI D'ITALIA

The Cioccolati d'Italia (Chocolates of Italy) brand, aims to recall that certain style with a philosophy that, in and of itself, seeks to be an efficient means of communication and promotion on a worldwide scale. It's goal is to offer and promote a coordinated image of the Italian chocolates still made by local artisans to the global market, safeguarding and encouraging these special varieties by exporting high quality Italian products all over the world.

The Cioccolati d'Italia brand will showcase both the diversity and the special characteristics with each different area in Italy brings to chocolate.

Chocolates of Italy is a project supported by the Chambers of Commerce of the historical districts of chocolate.

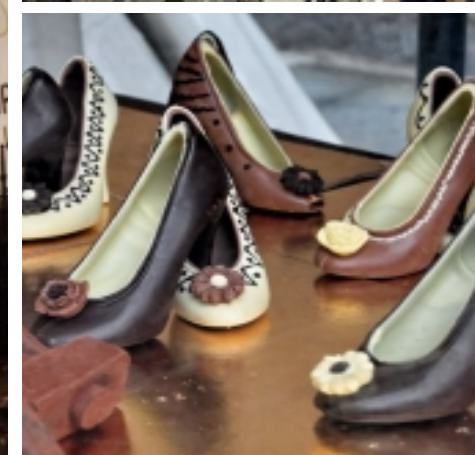
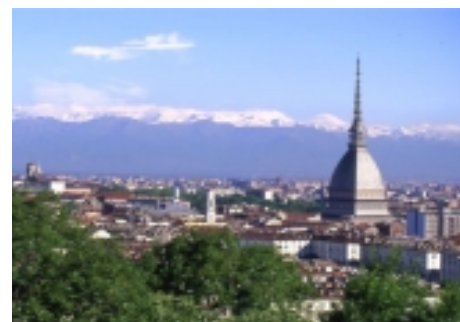
Torino - Piemonte



Already in the 17th century the "rite" of hot chocolate had conquered all. The most fashionable cafès were famous for the trendy chocolate drink they served. It was also in that century that the first small chocolate makers opened shop in Turin. The first Cioccolatino to be served in high society circles was invented in Turin, which by 1800 was one of the European capitals of this "food for the Gods". What made Turin chocolate so very famous in the eyes of the world was its propitious blending with fine IGP hazelnuts from the Piedmont area. It was this very combination that gave rise to Gianduiotti and Cremini, and the very famous hazelnuts/chocolate spreads enjoyed the world over. After four centuries of fine chocolate tradition Turin and the Piemonte region are still the Italian Chocolate Capital, with more than 40% of the nation's chocolate production concentrated here.

CIOCCOLATI D'ITALIA
damiano@dintec.it
segreteria@finechocolate.org

CIOCCOLATI D'ITALIA



The tradition is safeguarded by new generations of young and talented cioccolatieri who blend new creations using the age-old flavours of the Piedmont and reaching standards of quality that bring them world fame.



CIOCCOLATÒ



Ciocolatò festival is a unique opportunity to learn about the food of the gods, to explore the chocolate-making tradition of Turin and of the Piedmont and have fun with the many initiatives proposed: meetings with experts, chocolate tastings, cultural activities and entertainment, recreational and educational initiatives for children, related to international and made in Italy chocolate.



CIOCCOLATÒ
Ph. +39 075 5025880
Fax. +39 075 5025889
info@ciocola-to.it



CAFFE' AL BICERIN



It was born in 1763 and the success of local was due to many factors, one of which was the invention of a tasty evolution of the bavareisa, a very fashionable drink at the time served in large glasses and consisting of coffee, chocolate, milk and syrup.



CAFFE' AL BICERIN
Piazza della Consolata 5 - 10122
Ph. +39 0114369325
www.bicerin.it
bicerin@bicerin.it

MAESTRI DEL GUSTO OF TURIN AND ITS PROVINCE



The Chamber of Commerce of Turin, together with Slow Food and Chemical chamber Laboratory, enhances with the initiative Maestri del Gusto in Turin and its province the 156 artists who will be in office until October 2014, who are faithful to the traditions and local products. The selection to become "Master of Taste" is biennial. Very rigorous, takes place on three levels: on taste, rated by Slow Food; on the the "torinesità", dear entity to the chambers of commerce and on the health and sanitation, measured by the skills of the Chemical Laboratory of the Chamber of Commerce of Turin.



MASTERS OF TASTE OF TURIN AND ITS PROVINCE
Via San Francesco de Paola 24 - 10123 Torino
Ph. +39 0115716384/5/8-6396
<http://www.to.camcom.it/maestridelgusto>
agroalimentare@to.camcom.it

*Maestri
del
Gusto*
TORINO E
PROVINCIA

Cuneo - Piemonte

The Refined Art of Chocolate



In 1502 the Indians of the island of Guanaja offered Christopher Columbus a fruit that they called the 'Food of the Gods'. Years later, the Spanish nobles discovered the pleasures of hot chocolate, and through neighboring France this delicacy came to Piedmont thanks to Duke Emanuele Filiberto of Savoy. The region of Savoy became the first Italian center for production and consumption of cocoa, and the first beginnings of refinement in this area found enthusiastic and skilled craftsmen. In Cuneo another valuable product is the protagonist: the round hazelnut 'Gentile Trilobata', a PGI (Protected Geographical Indication) recognized as the best in the world. The province of Cuneo, in addition to being the zone which produces the most chocolate in Italy, is also one in which the most chocolate is traditionally consumed. The artisans have always devoted time, experience



and meticulous care to the search for high-quality raw materials, as well as to the production and presentation of their products. The mission of this important area of Italian chocolate production, whose Giandujotto and Spreadable Gianduja are the flagships, is the commercial development of two fundamental products: cocoa and the hazelnut, in all their forms. Over time a few craftsmen have made themselves masters of a body of knowledge: to history and its marriages with chocolate they add other experiences, from selection of pure chocolates to from the original sources in the plantations. From these come from elegant bars, pralines and combinations with other products of the artisan's territories such as raspberries, apricots, chestnuts and many others. One of the traditional combinations typical of production in Cuneo is with wines, spirits, but also with rum, used as filling for chocolates: those known as 'Cuneesi Rum' are the best examples.

MASTERS OF TASTE OF TURIN AND ITS PROVINCE

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<http://www.to.camcom.it/maestridelgusto>
agroalimentare@to.camcom.it

ACCADEMIA DEI MAESTRI CIOCCOLATIERI ITALIANI

Via Sass Müss, 6 32037 Sospirolo Belluno
Ph. +393 293942298 Angela De Luca
info@corsidicioccolato.it - bookingcorsi@gmail.com
www.corsidicioccolato.it

Belluno - Veneto

Accademia dei Maestri Cioccolatieri Italiani



The Academy of Italian Master Chocolatiers is not just a school where you can learn the noble art of the Chocolatier, but a real meeting point where the greatest chocolatiers from Italy and from the entire world annually come together to define developments in the field of chocolate. The Academy of Italian Master Chocolatiers, has among its mission to train Master Chocolatiers of the future and spread the culture of Italian chocolate in the world declined in its specialty. The courses are open to everyone, both young people and adults, with particular benefits for unemployed people, which, thanks to the training they receive, they can take back their lives devoting themselves to the art of chocolate. The chocolate courses treat all the techniques on the processing of chocolate from the cacao tree to chocolates, through the tempering courses, courses on pralines, courses on "how to make chocolate starting from the cocoa beans."



Italy

Perugia - Umbria

The Distretto del Cioccolato was born in 2009 on the initiative of the Chamber of Commerce of Perugia. It is a project to promote and valorise a common identity among companies of the chocolate sector from Perugia, based on tradition, history and production excellence.

The city of Perugia has identified itself with chocolate since the beginning of the 20th century, thanks to the extraordinary story of the Perugina, the confectionery company that linked so strongly its products to the territory and gave birth to some "mythical" products, known now by several generations of Italians, such as the Bacio and the Cioccolato Luisa.

The Museum of Chocolate, one of the most important company museums, together with the School of Chocolate – both located in the current factory of the Perugina, in Perugia San Sisto – keeps the history and the tradition of the chocolate production alive.

Moreover, since 1994 Eurochocolate takes place in Perugia every year in the second half of October. It is the biggest European chocolate event, it attracts every year about one million visitors and thus turns the entire city centre into an open air chocolate factory.

But today, the tradition of chocolate is also perpetuated by a network of small firms and artisanal laboratories that guarantee genuine and high quality products.

Those companies are at the heart of the project Distretto del Cioccolato, The Distretto has a production chain oriented approach, as it targets those companies of the sector involved in the process of chocolate production, transformation and commercialisation.

Its priority objective is to favour the development of the sector, to strengthen a common identity and an immediate and precise recognition between the product and the territory.



PERUGIA DISTRETTO DEL CIOCCOLATO
promozione@pg.camcom.it
Ph. +39 075 5748292



EUROCHOCOLATE



Eurochocolate was founded in Perugia in 1994 and is the most important European open air event in the chocolate sector.

Eurochocolate: entertainment and culture

Eurochocolate is divided in three main parts:

Chocolate Show: the big commercial area dedicated to a very wide range of chocolate companies;

Cultural Events: chocolate tastings, cocoa cookery sessions and educational devoted

to chocolate. Among them Eurochocolate has a special section called EUROCHOCOLATE WORLD, fully dedicated to cocoa producing countries;

Entertainment and Sponsor Events: music, literary appointments and exhibitions, that change according to the leitmotiv of Eurochocolate.



EUROCHOCOLATE

Viale Centova, 6 - 06128 Perugia

Ph. +39.0755025880

www.eurochocolate.com

info@eurochocolate.com



UNIVERSITÀ DEI SAPORI



UdS was founded in 1996 by a group of local entrepreneurs operating in the sector of commerce, catering and tourism, with the partnership of public institutions, such as the Chamber of Commerce, the Regional Authority of Umbria, the Province of Perugia, and Confcommercio (Confederation of small and medium enterprises in commerce, tourism and catering). For more than ten years it has been training cooks, sommeliers, chocolatiers, bartenders, pastry chefs and waiters by offering real work and growth opportunities.

UdS is a regional and national centre of excellence, that aim to enhance and diffuse the eno-gastronomic treasures as cookery, food, Italian culture, nutrition and the Mediterranean diet and is strategically placed in Umbria, in the centre of the Italian peninsula.

The context within which the UdS operates can, therefore, guarantee foreign students will be actively introduced to ITALIAN GASTRONOMIC CULTURE. They will be able to LIVE IT and GET TO KNOW IT in order to UNDERSTAND IT, by means of:

- the acquisition of advanced technical skills, with total immersion in the true traditions, history, language and culture of the area;
- direct contact with local manufacturers and entrepreneurs;
- direct, daily contact with teachers with a knowledge of "arts and crafts" because they are actively involved "in the field";

The course contents will introduce and develop specialist topics concerning the panorama of the principal, Italian food productions, and the most significant historic and anthropological aspects from a cultural, scientific and social-economic point of view and will draw on prior knowledge and skills to strengthen them for the purpose of acquiring operative skills of direct use in the employment market.

UNIVERSITÀ DEI SAPORI

Strada di Montecorneo, 45 - 06126 Perugia

Ph. +39 0755729935

www.universitadeisapori.it

uds@universitadeisapori.it

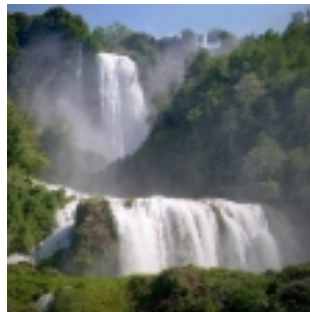


Università dei Sapori
Centro Nazionale di Formazione e Cultura del Alimentazione

Terni - Umbria

SAN VALENTINO

San Valentino Patron Saint of the city of Terni in Umbria, venerated as a saint by the Catholic Church, the Orthodox Church and later by the Anglican Church, is considered the patron saint of lovers. The Valentine's Day recurs annually on February 14th and today is known and celebrated throughout the world. This tradition was spread by the Benedictines, first guardians of the Basilica dedicated to the saint in Terni, then through their monasteries first in Italy and then in France and England. Valentino, earlier bishop of Terni, married the young Christian Serapia and the Roman centurion Sabino: the union was hampered by her parents but, once beat the resistance of these, it was discovered that the young woman was seriously ill. The centurion called Valentino to the bedside of the dying woman and asked him never to be separated from his beloved: the holy bishop baptized him and then unified him in marriage to Serapia, after which, they both died. Many traditions linked to the saint are found in countries where he is venerate as the patron saint. Valentine's lovers Day is the second most important moment after Christmas linked to the consumption of chocolate in the world. Those of you who have never done a Cadeux chocolate for your loved one?



CIOCCOLENTINO



In the days of Valentine's Day, Terni is transformed into an important meeting place for all enthusiasts of sweets celebrating Chocolate and Lovers with the exhibition of Cioccolentino.



CIOCCOLENTINO
Piazza Repubblica - 05100 Terni
Ph. +39 0744 04300
www.cioccolentino.com



THE MUNICIPALITY OF CASTELLI

The Municipality of Castelli is one of the ancient traditional ceramic centers, recognized and protected by national law. Since five centuries the town lives almost exclusively of ceramic craftsmanship and of its complementary activities, with a high professionalism, transmitted from fathers to sons.

The production of ceramic of Castelli, always qualitative, has been at the top of world's production since the 15th century and has lived continuously until today.

Over time, ceramics from Castelli encountered great success from upper classes and into the domestic and foreign markets, and today they are very popular on the antique market, so as to be present in the collections of major museums around the world, like the Hermitage in St. Petersburg, the Metropolitan in New York, the Louvre in Paris, the British Museum in London, the Paul Getty in Los



Angeles and the Bargello in Florence. The most important events of the Municipality of Castelli are those of "August in Castelli", July 24 to August 31, during which is held the famous "Ceramic Craft Show Market" (Mostra mercato dell'Artigianato



Ceramico), with ceramists from Castelli that expose their annual production and the "Castles of Christmas" (Castelli di Natale), December 7 to January 7, in which takes place the exhibition "the ways of Chocolate - Baroque passion" (Le vie della cioccolata - passione barocca).

The history of the "18th century Chicchere from Castelli" and the exposition of "ceramic balls for the Christmas trees."

Similar to a coffee cup, but bigger and without handle, the Chicchera sees his first record in 1678 in the houses of the Spanish viceroys, where it was used to hold a delicious beverage made from cocoa powder and coffee.

The Chicchera was used for drinking chocolate because the Trembleuse shape was capable to prevent that the container would not fall a drop of it.

At the time, the best Chicchere of Castelli were so popular they were also used to make major gifts.

COMUNE DI CASTELLI
Piazza Roma 13, 64041
Tel. 0861-979142
www.comune.castelli.te.it



Modica - Sicilia

The Southern Capital of Chocolate

The chocolate of Modica is a veritable cult classic in the collective imagination of chocolate in Italy, and worldwide. It differs from other areas of Italian chocolate for its appearance, its texture, and its deliberately grainy chewiness. It was born to be grated for preparation of the traditional hot chocolate, dissolved in water, then to become a tablet to be tasted and enjoyed. Many call it the chocolate with a premise, a chocolate that requires presentation because of its seeming lackluster appearance and taste. There's nothing more wrong: the "Modica" is the taste of tradition, it is memories of childhood and for this reason it soldiers on and fears neither time nor the times. Manufacturers of Modica chocolate defend such peculiarities as they are guardians of a tradition, lost in the mists of time, that was handed down in unwritten form from father to son, uniting cultures and peoples divided by unbridgeable distances and vast stretches of time.

Despite the fact that industrial progress has dramatically changed the way of making chocolate, "Modica" avoids the logic of mass production and relies on the expert hands of artisans, who in family workshops scattered throughout the city work the cold chocolate. Today there are many 'Dolceria' working with this particular chocolate, combining it with the classic tastes of vanilla, cinnamon and pepper, and with many wonderful local products that grow in Sicily and find their perfect match in this unique place, full of Baroque charm. Modica is included in the world heritage list of UNESCO.



MUSEO DEL CIOCCOLATO



Modica, land of the chocolate, welcomes you with its fascinating sample of art and sweetness. Among the exciting itineraries, remains one, attractive and evocative, dedicated to Chocolate, unquestioned protagonist of the inedited memorial attesting the presence of chocolate in Modica, capital of the homonymous County, since 1746. In the MUSEUM OF CHOCOLATE, housed in the premises of the former Convent of St. Francis alla Cava, the handwritten sheets, reproduced and exhibited in documentary - bibliographic exhibition, held from TCM C and titled "The Modica chocolate in the papers of Grimaldi - 1746/1915", become the essential threshold to document the tradition in the name of Modica of the fantastic diving in the brown nectar of the gods. Emanates from archival sources, in fact, the eighteenth-century elite habit of the consumption of chocolate but is manifested also the generational craftsmanship of artisans who up to now have been able to keep the secrets of the inimitable sweet chocolate of Modica. Surprisingly it reveals the sculpture gallery of chocolate, that magically attracts with its sculptural chocolates ideal connection between the embroidery stone in the city and its version in chocolate, illustrated by sculptors and young students of the Artistic High School "T. Campailla" of Modica. A large bas-relief of chocolate, the work of sculptor Maurizio Fratantonio, is placed in the large entrance room and reproduces Italy in Miniature, accompanied by the most significant monuments of all regions. Extraordinary is presented "ro u dammusu ciucculattaru" which faces Via Grimaldi. Is 'the reconstruction of a confectionery laboratory, animated by master chocolatiers of proved creativity, repeating the traditional process of



manipulation of the cocoa. Sugar and spices to obtain bars with an unexpected and fascinating taste. A narrative entrusted to the gesture, the knowledge of hands, on which focus accomplices looks of sweetness and delicacy. "Paper, aromatic, grainy, carved" An itinerary to live and enjoy in the city crossed by delights and delicacies of the author.

MUSEO DEL CIOCCOLATO MODICA

Palazzo della Cultura

Corso Umberto I 149, 97015 Modica

Ph. +39. 3395375489

ninoscivioletto@gmail.com - www.chocomodica.it



CONSORZIO DI TUTELA DEL CIOCCOLATO ARTIGIANALE DI MODICA



The Consortium brings together 19 artisan firms that produce Modica. Constituted on the initiative of the CNA, is intended to protect the product and equip it with the IGP and promote it in Italy, Europe and in the rest of the world. Master Chocolatiers have passed down since 1746 the art of making Chocolate "a crudo" (tempered) exclusively in the territory of Modica, through a clever craft technique that involves the use of ingredients, rigorously selected from the origin, such as roasted cocoa beans, sugar, vanilla in berries and cinnamon. For having kept in the annals of sweet knowledge the working process, from which you get a tempered chocolate, gritty, and full of all aromas that modern industrial process inevitably leaves volatilize. For these reasons, the Chocolate of Modica been enrolled in the Register of Intangible Heritage of the Region of Sicily.



CONSORZIO DI TUTELA

DEL CIOCCOLATO DI MODICA

Corso Umberto I 460, 97015 Modica

cioccolatomodica.ctcm@gmail.com

www.chocomodica.it

Ph. +39 3395375489



Belgium

During the 17th century, Belgium was ruled by Spain and thereby introduced to chocolate. Many royalty, artists and others of nobility experienced their first chocolate drink in the beautiful Grand Place. In fact, in 1697, Henri Escher, mayor of Zurich, Switzerland, was so enthusiastic about the chocolate drink he experienced in Brussels that he introduced the idea to Switzerland.

ASSOCIATION ROUTE BELGE DU CHOCOLAT

The Association Route Belge du Chocolat aims to promote and enhance the quality of Belgian chocolate and to develop initiatives aimed at the participation in the European Cultural Route of Chocolate. Its members are represented by prestigious chocolate museums, expert chocolate makers and qualified communication consultants on chocolate.

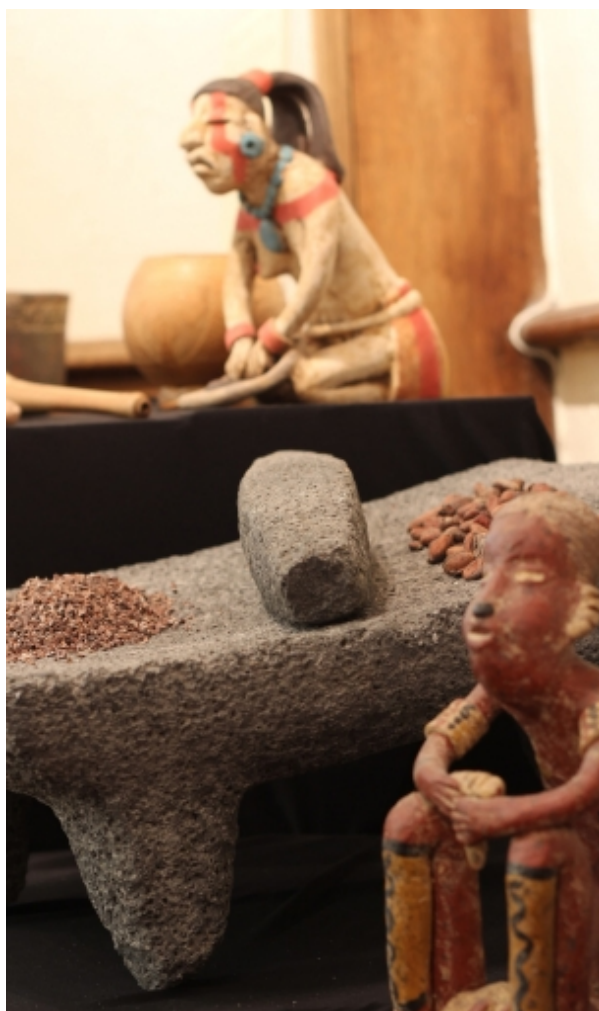
Bruxelles

CHOCO-STORY



A must-visit venue for fans of Belgian Chocolate, the Choco-Story and Chocolate is located a stone's throw from Brussels' main market square, the Grand Place. The Cocoa and Chocolate Museum provides you with an opportunity to discover the world of chocolate, from its origins to the finished product. Step into the history of the Aztecs and Mayas, who used to grow cocoa thousands of years ago. You will also discover how cocoa finally ended up in Europe. The various posters, video presentations and display panels available in the Museum are designed to show you how cocoa is grown and processed into chocolate. The highlight of the visit: a demonstration given by a master chocolate maker to show how to make pralines in the traditional way.





The Choco-Story is located very close to the "Grand Place" of Brussels, in a magnificent building: the house DeValk (literally, the "Falcon"). This house was built in 1697. It owes its name to the family DeValk, owner of the premises at that time. "De Valk" was also the name of the beer brewed in this place centuries ago. The house was restored in 1943 and since October 2005 it is occupied by the Museum of Cocoa and Chocolate.



BEER AND CHOCOLATE, TOUR



The Museum of cocoa and Chocolate organises special tastings for small groups. 2 options are available:

1. Wine and pralines: A fine alliance between artisanal belgian pralines and a natural soft wine.
2. Beer and chocolate: A mervellous association between 2 belgian specialities! During this activities, you'll have the opportunity to discover and to taste 5 different belgian beers associated with different types of chocolates and artisanal pralines.

CHOCO-STORY BRUSSELS
Rue de la Tête d'Or 9-11, 1000 Brussels
Ph. 00 32 (0) 2 514 20 48
Cell : 00 32 (0) 488 29 15 44
FAX : 00 32 (0) 2 325 87 48
info@mucc.be



CHOCOLATERIE JP DARCIS



La Maison Jean-Philippe Darcis was founded in 1996. It presents a fine concept attractive to modern luxury shops and offering pralines, macaroons as well as a selection of teas, plain chocolates and biscuits. Created by the Ambassador of Belgium

chocolate, this creative and trendy concept offers a wide range of chocolates pastries satisfying traditional and sophisticated taste buds.

CHOCOLATERIE JP DARCIS
Ph. +32(0) 87 33 98 15
Fax. +32(0)87 31 14 76
info@darcis.com
www.darcis.com



CHOCOLATERIE DEFROIDMONT



Artisan chocolatier des Ardennes

In 1984, Philippe Defroidmont created his own chocolate company and gave his name to its products. When visiting the Workshop-Museum, which was founded in 2009, with the soft aroma of hot chocolate filling your nose, you will discover the history of the Defroidmont company. You will travel through the world of chocolate from Papua New Guinea, the country where our cocoa beans originate, and return to our workshop in Belgium to discover the numerous production steps from the cocoa bean to the praline.



CHOCOLATERIE DEFROIDMONT
Briscol 19°, 6997 Erezée
Ph. +32-(0)86 218 440
www.chocolatier-defroidmont.be
contact@chocolatier-defroidmont.be



Bruges

CHOCO-STORY | THE CHOCOLATE MUSEUM



Cacao has been tickling our taste buds for centuries: from the spicy drink in the Maya and Aztec civilizations to the popular sweet chocolate milk in Europe. Knowing that more than three people out of four love chocolate, it's hardly surprising that there is an enormous fascination for this exquisite treat.

Frequently asked questions include 'Where did chocolate originally come from?', 'How did it conquer Europe?', 'What's the secret of great chocolate?', 'What role did the Industrial Revolution play in popularising chocolate?', 'Why was chocolate once used as a medicine?'.

Choco-Story | The Chocolate Museum aims to answer these and other questions while bringing to life the 4000-year-old history of chocolate in words, pictures and flavours. The museum submerges you in the exciting world of chocolate and takes you on a journey of the senses through time. A feast for the eyes, but also for the nose and the taste buds!

Young or old, passionate chocoholic or simply interested, the Chocolate Museum will stimulate your fascination. Innumerable authentic artefacts will undoubtedly capture the hearts of historians too.

The museum is composed of three parts, telling the story of the origin and evolution of chocolate through a unique collection of almost a thousand objects. Besides the history, the museum also reveals how chocolate is made, with special attention for the variety of raw ingredients and the development of the production process.

In the demonstration centre visitors will uncover the secret of beautiful



silky chocolate and get the opportunity to taste the chocolate products made in the museum.

The museum is a private initiative inspired by the Van Belle family, passionate chocolate lovers, and sponsored by Belcolade, the last manufacturer of authentic Belgian chocolate that is still Belgian-owned.

The private collection of around a thousand objects makes the museum unique of its kind in Belgium

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choco-story
THE CHOCOLATE MUSEUM

United Kingdom

London

The secret of the aromatic chocolate flavoured drinks reached England from France in the 1650s.

18th Century Chocolate House

When chocolate finally reached England in the 1650s, it was a drink reserved for the wealthy due to the high import duties on cocoa beans. It became very popular at the court of King Charles II.

Gradually it became more freely available. The first London Chocolate House was opened in 1657 by a Frenchman who produced the first advertisement for the chocolate drinks to be seen in London.

However, it was not until 1853 that significant reductions in import duties were made and with the Industrial Revolution making transport easier, chocolate became available to a large percentage of the population.

As more people could afford to drink chocolate, there was increased interest in its manufacture. Some of the earliest cocoa makers were apothecaries (early chemists) who became interested because of cocoa's supposed medicinal properties.

CHOCOLATE WEEK



Chocolate Week takes place 14-20 October, with over 350 events taking place across the UK. It aims to promote fine flavour chocolate, the independent artisan chocolatiers and the chocolate companies who work in direct partnership with cocoa farmers, encouraging consumers to pay a fairer price for their chocolate. The week culminates with Salon du Chocolat London, the UK's biggest chocolate show, which takes place at Olympia, 18-20 October.

CHOCOLATE WEEK

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THE INTERNATIONAL CHOCOLATE AWARDS



The International Chocolate Awards are a new initiative for 2012 launched by Martin Christy of Seventy% and Kate Johns of Chocolate Week. Kate and Martin first had the idea for chocolate awards back at the beginning of 2004. When the Academy of Chocolate was formed in the UK, they were a key part of the team that developed and ran the awards. These awards have been very successful but Kate and Martin felt that there was a need for truly international awards. The International Chocolate Awards are an independent organisation, partnering with fine chocolate experts and



organisations in different countries with independent verification and oversight. The result is the new International Chocolate Awards. The first year's Awards will run in 2012 in Italy, the UK and the USA with other countries in progress. The first Grand Final will be held in Chocolate Week in the London in October. In future years the final will rotate around different



SEVENTY%

Seventy% is a world leading authority on fine chocolate, founded in London in 2001. The aim is to raise awareness of the quality and origin of the chocolate we eat. Seventy% is now one of the principal online resources for fine chocolate, with over 600 reviews of more than 350 chocolate bars, an active forum community that includes leading professionals from around the world, and an online magazine and feature section. As one of the most comprehensive chocolate sites in the world, Seventy% brings consumers, professionals and industry producers together as a community to learn the finer distinctions of cacao and chocolate and the importance of a direct connection from 'bean to bar'. In doing so it helps support the continued growth and development of the fine cacao and chocolate



market, from the ground up. The ambition is to change the world's taste for chocolate, one slow bite at a time.

CHOCOLATE TASTING CERTIFICATE



'Slow Chocolate' tasting workshops are evolving into new 'Chocolate Taster' certificate courses. New 'Chocolate Tasting Certificate' courses will methodically take you through everything you need to know to gain a real appreciation of the new world of fine chocolate bar tasting, from cacao varieties through to chocolate production methods.

Fine chocolate is fast becoming as sophisticated as wine, but there are not yet any courses tailored to learning about tasting and appreciating fine origin chocolate. While there are plenty of great and accomplished courses teaching the craft of working with chocolate, there's no structured learning course that will help you develop as a chocolate taster over time. Chocolate Taster takes an interactive approach, exploring the gastronomic senses to awaken and educate chocolate palates, while taking an in depth look at the fascination and fast evolving world of small scale fine chocolate making, based on our 20 years of experience tasting and reviewing fine chocolate and exploring the world of fine cacao.

Courses

The course is structured into three levels, building from a short introduction to the subject that will give you the basic tools for chocolate tasting into more advanced courses that take you deeper into the subject as you become more expert. Each course will finish with a multiple-choice examination to check your understanding and qualify you for the course certificate. Courses will shortly be available in the US, Italy and South Africa, with other locations available for groups on request.



THE CHOCOLATE FESTIVAL



From 10am on Friday 13 December until 6pm on Sunday 15 December 2013, Southbank Centre Square, part of London's Southbank Centre, comes alive with all things chocolatey at the return of The Chocolate Festival – just in time for Christmas. Chocolatiers will be showing and selling their delicious and innovative creations. Other sweet chocolatey treats on offer will include brownies, chocolate cakes, churros with chocolate, as well as a great selection of Christmas themed chocolate gifts. There will also be a range of demonstrations and a daily chocolate quiz, hosted by well-known chefs. From 1pm on Saturday 14 December there will also be a series of Masters of Chocolate Masterclasses from leading chocolatiers. The event director of The Chocolate Festival and self-confessed chocolate fanatic, says: "The festival is a great way to showcase some of the finest chocolate available here in the UK and Europe. It demystifies some of the questions surrounding fine chocolate and helps lovers of it discover that there is so much more than just cheap, sugary pre-packed chocolate bars.

THE CHOCOLATE FESTIVAL
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THE CHOCOLATE MUSEUM



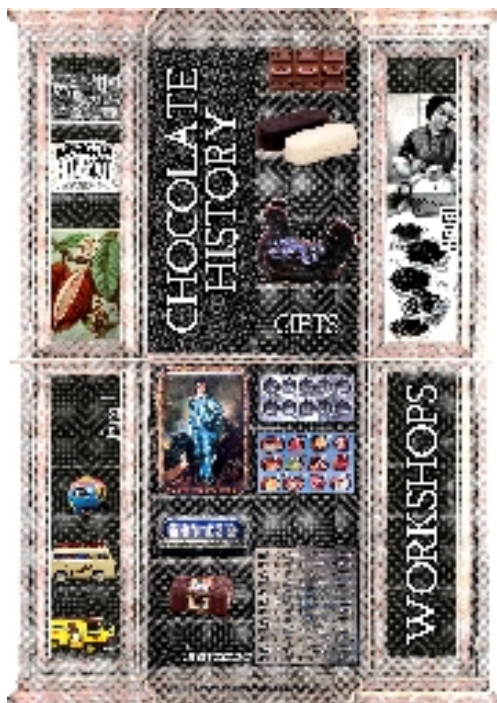
Funded by Melange Chocolate, The Chocolate Museum has now 1 year old and is located in Brixton London;

Our first floor exhibition is the perfect place to start your visit: Here, you will find out about the cocoa tree, the story of chocolate from its origins in Central and South America to its arrival in Europe and its transformation due to technical progress, and a collection of early 20th century advertisements.

Our second floor exhibition focuses on the British history of chocolate, presenting a range of artefacts and objects from the late 19th Century to today.

We also have a children section and video presentation.

Our seating area which offers a menu of hot chocolates is also the place of our regular chocolate tasting and making workshops, organised for adults, children and schools.



THE CHOCOLATE MUSEUM

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Bournemouth

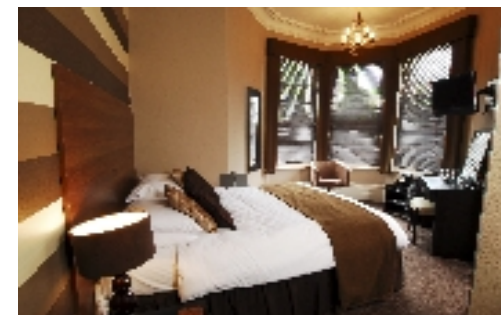


THE CHOCOLATE BOUTIQUE HOTEL



The Chocolate Boutique Hotel is a superb 19th century Grade II listed building on Bournemouth's very popular West Cliff.

Located within a short walk of Bournemouth's town centre, miles of golden sandy beach and the Bournemouth International Centre, it's perfectly located for all occasions. The hotel is themed on chocolate and each room has a personalised name relating to the food of the gods and its fascinating history. With a well stocked licensed bar, free parking, WiFi and en-suite through out what else other than The Chocolate Boutique Hotel will make your stay in Bournemouth more memorable. For that extra special touch, why not order a luxurious Belgium chocolate fountain & a bottle of chilled Spanish cava for your room on arrival. Please enter details in the special requirements section when booking or call once booked. Don't forget to tell us if it's a surprise. Latest check in is 10pm. Later check ins can be arranged by calling the hotel.



THE CHOCOLATE BOUTIQUE HOTEL

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Germany

Tübingen



SCHWARZ & GEHILFEN



With full-service marketing agency the "schwarz & gehilfen," do not only advise municipalities, citymarketing, business development and tourism companies and create concepts, but also ensure to be very successful in the practice.

The aim of the approach is to strengthen the delegator city, company or destination as a brand with a high experience value.

Therefore, they focus on one's own values and potentials.

With targeted and partly nationwide unique city marketing projects like the chocolate festival "chocolART" in Tübingen they have already celebrated great successes.



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SWEET DAYS BUDAPEST



Sweet Days Budapest is Hungary's most important chocolate and sweets festival, featuring the best-known artisan and chocolate manufactures, confectionaries and well-known world brands.

Sweet Days is more than just another "choco festival"; it is indeed the largest Hungarian event of the sweets industry. With its nearly one hundred thematic exhibitors and 30 thousand visitors, Sweet Days is Europe's fifth largest chocolate and sweets festival at the moment. Each year the festival has a venerated professional guest of honour from abroad. Its main patron is the chairperson of the Association of Hungarian Confectionary Manufacturers. In addition to the professional programs, workshops and courses held during the day, entertaining family programs, popular music bands and performers ensure a whole day's program. Besides the delicious sweets, the gastronomic offer of the festival is made complete by dishes from renowned restaurants, noble wines and excellent drinks. It is the sweetest gastronomic and cultural program in Hungary. They have more than 30.000 visitor and about 120 exhibitor. They are always in middle of September, this year from 19-21 of September on the castle of Buda with a wonderful view on Budapest.



SWEET DAYS BUDAPEST

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PASSERO COUNTRY CHOCOLATERIE



Homemade flavours in a chocolate dressing
Welcome to the Farmhouse Inn Passero, where we know how to change the gifts of the Prekmurje land into joy and share it with people. This is the way we have been keeping our good name for several generations. The newly opened Country Chocolaterie Passero enriches our farmhouse with a new story, written by the younger generation. In the passion of love we gave a chocolate dressing to the established home flavours and created a collection of pralines called the "Chocolate Delights of Prekmurje".

Within it the chosen flavours inspired by the homestead tradition are collected the tastes of pumpkin, prekmurska gibanica cake, heavenly Jurka grapes flavour, the elder flower surprise and the golden Traminer wine. The chocolate bar named 'By Inspiration' is an innovation, made from imagination and from carefully grown domestic ingredients and quality chocolate. We let our imagination and playfulness run wild. We love to create interesting chocolate tales.

Welcome for chocolate inspiration to our Country Chocolaterie Passero.



PASSERO COUNTRY CHOCOLATERIE

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RADOL'CA - Honestly Sweet



First held in 2012, in a few short years the Radovljica Chocolate Festival has already become the largest event of its kind in Slovenia, as well as one of the overall tastiest events of any kind.

Bringing together the country's top chocolate producers (of which there are surprisingly quite a few, especially on a per capita basis!), visitors can taste chocolate of every shape, size and consistency, including as an ingredient in various drinks, pralines, biscuits, muffins, ice cream, liquors and more.

The festival includes a packed programme of both chocolate-related events, such as cooking shows,

workshops, chocolate sculpting and even a chocolate fashion show (with models wearing the stuff), and entertainment for the whole family.

The festivities take place in Radovljica's main square each April.



RADOL'CA - Honestly Sweet

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ISCHOM



On October 16, 2010 a group representing independent laboratories, academic departments and commercial confectionery companies from Europe and the US met in Perugia Italy to establish a new international society focused on the applications of Chocolate and Cocoa in Medicine. The name of the society is International Society of Chocolate and Cocoa in Medicine (ISCHOM). The purpose of the society is to bring together groups and individuals in an international interdisciplinary organization in order to promote the science of use of cocoa, cocoa and chocolate products in the human diet, health and medicine for the benefit of the public. Individuals from all disciplines interested in the use of cocoa and chocolate in medicine are invited to join the society at one of three membership levels; Full, Associate, Honorary.

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International Society
of Chocolate, Cocoa
in Medicine

A photograph showing a close-up of a hand holding a small pile of dark, oval-shaped seeds or beans. The hand is positioned over a large, open sack made of coarse, light-colored woven material, likely burlap or jute, which is filled with a similar grain. In the background, other similar sacks are visible, and the floor is made of wooden planks. The scene is set in what appears to be a warehouse or a storage area for agricultural products.

Activities

Cooperation

There are several ongoing projects born in collaboration with the Italo-Latin American Institute (IILA), embassies and governments of Ecuador, the Dominican Republic, and Colombia.

The projects ChocoLatino (Guayaquil 2007) ChocoCaribe (Santo Domingo, 2009) and ChocoAndino (Bogotá, 2010) have produced important results in the cocoa-producing of Latin American and on the European chocolate artisans. They will particularly support programs and training for producers in the Latin America continuing with the creation of a Centre Pilot drying and fermentation to improve the quality of the cocoa and in Italy with stages of completion at renowned workshops.

These initiatives have laid the foundation for the next step: the installation of a pilot center for collecting, drying and fermentation of cocoa in Latin America, conceived and designed by engineers, experts and European craftsmen, who, in addition to contributing to the improvement of the quality of product that will cross the Atlantic to the end of its transformation into chocolate, will



Santo Domingo Chococaribe

help to promote social cohesion and productive community of Babahoyo in Ecuador where the Centre has been installed.

More than 30 tons from the center have been imported, processed in semi-finished products and distributed among companies that have joined the project of quality cocoa with a short supply chain.



Recollected Cocoa in Babahoyo

In the same center, as part of The Chocolate Way project some experimental studies are conducting on the development of a special type of cocoa as a medical phytotherapeutical purposes.

In 2014 will be available scholarships for



Taste Course in Ecuador

Ecuadorians students of the Master "Chocolate 360°" at the University of Flavors of Perugia and by other prestigious companies in the European circuit of "The Chocolate Way".

A project of social cohesion and production it is also developing through agro rural farmhouses to rural areas in the Andean region based on the development and articulation of local products, agro-industrial products, craft and culinary products with territorial identity (PIT) which will be an opportunities to create jobs and income diversification in rural communities especially for women and young people. The project will take the name of the "Ruta del Cacao" and will be directly related to the European cultural itinerary of chocolate.



Press Conference of Presentation of European cultural route "The Chocolate Way"

Formation

The Chocolate Way is an opportunity to encourage participation in exchange and study projects for young Europeans.

The professional training with regard to the enogastronomic field, training for tour operators, the training for scientific medical research, training for experts in communication and events organization, enter into the plan of activities approved for 2014 by the Association "the chocolate way" and partners involved in the project.

International Society of Chocolate and Cocoa in Medicine (ISCHOM), University of Barcelona.

From this point of view, we point out the structures that will be involved: the University of Flavors of Perugia, the Asociacion de fabricantes de chocolate y turrón de Alicante y Valencia, the University of Gastronomic Sciences in Bra, the Universite Catholique de Louvain, the Academy of Italian Master Chocolatiers

During major events of chocolate that are open to the public part of the network of the Itinerary are regularly proposed meetings with primary schools to raise awareness of the children in the respect of the production and fair trade of cocoa.



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Other Activities

In the circuit of the Cultural Route it have been promoted other types of activities including:

ART AND CULTURE: Organization of several exhibitions to enhance the common heritage and promote the European culture and history. One of the main exhibitions is the "Eros, Love and Chocolate", inaugurated during Saint Valentine's Day in Terni (where the Saint was born) and now crossing all the museums of the network. The exhibition explain the European and worldwide diffusion of the S.Valentine Day and the development of the design of the typical S.Valentine gift.



Eros Amour Chocolate



Salon du Chocolat

Another successful example of the association cultural activities is the exhibition "Le Chocolat se raconte" that was held during the "Salon du Chocolat" in Brussels in February. The Chocolate Way had a corner at the Salon where visitors could enjoy the history of chocolate thanks to many illustrations and texts as well as historical and modern typical manufactures products for the consumption of chocolate.

The corner of The Chocolate Way was a great opportunity for the formation and entertainment of the youngest.



Salon du Chocolat



The Chocolate Way

The Association presented the Itinerary "The Chocolate Way" at the European Parliament in Strasbourg, and this was a great opportunity for all members presenting typical products from all over Europe and all the actions linked to a cultural promotion of the Network and the European Heritage.

Thanks to the European Parliament partners of The Chocolate Way could interact directly with the representatives of their countries.



The Chocolate Way

RESEARCH: The 1st International Congress on Chocolate and Cocoa in Medicine, will be held in Florence on September 26 to 27, 2014. The scope is to compare the actual knowledge regarding the properties of cocoa and chocolate and the relative

effects on people's health.

This is the first Congress of this kind hoping that the participation and cooperation of international specialists will help increase the knowledge on cocoa and chocolate.



International Congress

MUSIC: An example of creativity promotion of The Association was experiencing the music-chocolate combination with a musical accompaniment of the Itinerary based on historical traces of the moments of the development of chocolate in Europe.



CD Exquisite Vibrations

PROPOSAL CALL :COSME

The Association is participating to the European Commission Proposal Call "COSME" developing a project under the name CHIELI, involving several partners from six different Countries. The Association aims with the project CHIELI at the creation of a Tourist and Cultural Network for the discovery of the different aspects of the world of Chocolate creating packages giving the opportunity to tourists to have a year round calendar of the events and opportunity for the fruition of Chocolate at the highest level.



EXPO 2015

The Itinerary The Chocolate Way will have the great opportunity to have a space at the EXPO 2015 that will be held in Milan from May to October. Within the Cacao Cluster the Association will present all the new districts of Chocolate with the linked Tourist packages.



DESIGN: The research for the development of new objects designed to stimulate the consumption of chocolate and to combine it with a refined taste of the most beautiful contemporary design.



Choco design projects

Exhibitions, shows, events showing the most transversal and emotional side of Chocolate.



Fashion chocolate katwalk





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