

# CHOCOLGY COURSE

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By  
VICTOIRE FINAZ



# TRAINING PROGRAM

## PART 1: BOTANY

- Chapter 1. The cocoa tree
- Chapter 2. The cocoa flower
- Chapter 3. The cocoa pod
- Chapter 4. The terroir
- Chapter 5. Harvesting
- Chapter 6. The fermentation process
- Chapter 7. Drying and storage

## PART 2: PROCESSING COCOA BEANS AND MAKING CHOCOLATE

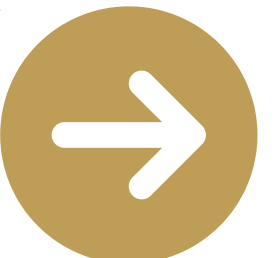
- Chapter 1. Cocoa bean marketing
- Chapter 2. Cocoa bean processing
- Chapter 3. Chocolate making
- Chapter 4. Chocolate production, distribution and consumption

## PART 3: THE DEFINITION OF CHOCOLATE

- Chapter 1. The types of chocolate
- Chapter 2. Terminologies
- Chapter 3. The composition of chocolate
- Chapter 4. The French chocolate market
- Chapter 5. Regulations
- Chapter 6. The chocolate industry

## PART 4: THE ART OF TASTING

- Chapter 1. Tasting expertise
- Chapter 2. The anatomy of taste perception
- Chapter 3. Sensory tasting: objectives and stages
- Chapter 4. The practice of sensory tasting: stimulation of the 5 senses
- Chapter 5. How to find good chocolate?



## GOALS

- Master the cultivation and functioning of the cocoa tree, from understanding its environment and its botanical varieties, the development of the fruit, the harvest periods and the composition of the fruit, the notion of terroir and agroforestry, to the specific stages of harvesting, fermentation, drying of the beans and storage, including the biochemical mechanisms of development of the cocoa aroma.
- Know the export of cocoa, the actors involved, global production, the marketing of beans with quality standards, the value chain and the transformation processes, as well as artisanal manufacturing and the distribution and consumption of chocolate on a French and global scale.
- Acquire in-depth knowledge of the regulated composition and categories of chocolates, authorized ingredients, production and sales rules, actors and the chocolate value chain, consumption on the French market, certifications, professional training, as well as competitions and awards in the chocolate sector.
- Master the pillars and optimal conditions of tasting, the anatomy of taste perception, the recognition of the five flavors and mouth sensations such as spiciness and astringency, as well as the objectives, interests and method of sensory tasting.



## WHY TAKE THIS TRAINING?

- Gain expertise in cocoa and chocolate & Know how to select your cocoa or your couverture chocolate for your sweet creations.
- Reinvent your chocolate proposition to your customers & Develop your range of chocolate candies.
- Understand the world of cocoa and better position yourself in the chocolate market.
- Acquire a vocabulary to describe a chocolate with nuance, and ultimately, sell it better.
- Know how to conduct a tasting, provide an in-depth analysis, read a sensory profile of a chocolate and adopt a critical perspective & Master the art of sensory tasting.



## TARGET AUDIENCE

- Professionals in sweet gastronomy, the food industry or crafts: artisan chocolatiers or pastry chefs, sales staff, employees in the marketing and communication sector of a brand, professionals in the hotel and catering industry, apprentices in chocolate making or pastry making, etc.;
- People in professional retraining;
- Passionate chocolate lover.

## PREREQUISITES

- No prerequisites.



## TEACHING APPROACH

- Unlimited digital training available.
- Thinkific e-learning platform: access to theoretical digital teaching materials, diagrams, videos, sources, etc.
- Sending learners a tasting box with samples and paper educational materials.
- Access to a digital masterclass to exchange and continue learning the art of tasting after the training through practice.

## EVALUATION METHODS

- Assessments throughout the training through questionnaires
- Practical tasting exercise during training
- Final evaluation through a large questionnaire
- End of training satisfaction questionnaire

## VALIDATION OF TRAINING

- Tracking learning progress via the e-learning platform
- Monitoring the completion of the various questionnaires via the e-learning platform





## PRACTICAL INFORMATION

- Duration: 10 hours
- Hours: free
- Terms: distance learning via an e-learning platform and via videoconference
- Location: Remote
- Access time: unlimited
- Dates: free

## TARIFF

- \$1.800,00 for the 10 hours of training and the 2 hours of masterclass

## TRAINER

- Victoire FINAZ DE VILLAINÉ, manager of the company VFV Conseil, founder of Chocologue Paris and the School of Chocology and Taste, expert in sensory tasting of chocolate, consultant in product development, quality and sourcing for companies, chocology trainer for professionals and amateurs.
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