

CHOCOLGY COURSE

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By
VICTOIRE FINAZ



COURSE PROGRAM

MODULE 1 : BOTANY

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

MODULE 2 : COCOA BEAN PROCESSING AND CHOCOLATE MAKING

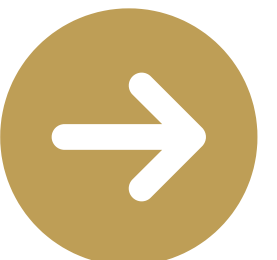
- Chap 1. Cocoa bean marketing
- Chap 2. Cocoa bean processing
- Chap 3. Chocolate making
- Chap 4. Chocolate production, distribution, and consumption

MODULE 3 : DEFINING CHOCOLATE

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

MODULE 4 : THE ART OF TASTING

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



OBJECTIVES

- Master the cultivation and functioning of the cacao tree, from understanding its environment and botanical varieties, the development of the fruit, harvest periods and fruit composition, the concept of terroir and agroforestry, to the specific stages of harvesting, fermentation, drying of the beans, and storage, including the biochemical mechanisms of cocoa aroma development.
- Understand cocoa exportation, the stakeholders involved, global production, the marketing of beans with quality standards, the value chain and processing methods, as well as artisanal chocolate making, and the distribution and consumption of chocolate at both the French and global levels.
- Gain in-depth knowledge of the regulated composition and categories of chocolate, permitted ingredients, production and sales rules, key industry players and the chocolate value chain, consumption in the French market, certifications, professional training programs, 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 basic tastes and in-mouth sensations such as spiciness and astringency, as well as the objectives, benefits, and method of sensory tasting.



WHY TAKE THIS COURSE ?

- Gain expertise in cocoa and chocolate, and learn how to select the right cocoa or couverture chocolate for your pastry and confectionery creations.
- Reinvent your chocolate offerings for your clients and expand your range of chocolate bonbons.
- Understand the world of cocoa and position yourself more effectively in the chocolate market.
- Acquire the vocabulary to describe chocolate with nuance, and ultimately, sell it more convincingly.
- Learn how to lead a tasting, provide in-depth analysis, read a chocolate's sensory profile, adopt a critical perspective, and master the art of sensory tasting.



TARGET AUDIENCE

- Professionals in the sweet gastronomy sector, the food industry, or the artisanal field: chocolatiers or pastry chefs, sales staff, employees working in the marketing and communication departments of a brand, hospitality and restaurant professionals, apprentices in chocolate or pastry making, etc.
- Individuals undergoing a career change.
- Chocolate enthusiasts with a passion for learning.

PREREQUISITES

- No prerequisites.



EDUCATIONAL APPROACH

- Unlimited access to a digital training program
- E-learning platform (Thinkific): access to theoretical digital learning materials, diagrams, videos, resources, and more
- Delivery of a tasting kit with samples and printed educational materials
- Invitation to a digital Masterclass to exchange ideas and continue practicing the art of tasting after completing the training

EVALUATION METHODS

- Ongoing evaluations throughout the course via quizzes
- Practical tasting exercise during the training
- Final assessment through a comprehensive quiz
- Satisfaction survey at the end of the course

COURSE CERTIFICATION

- Progress is monitored through the e-learning platform
- Completion of the various quizzes is tracked via the e-learning platform



PRACTICAL INFORMATIONS

- **Duration:** 10 hours & 2 hours of Masterclass
- **Schedule:** Self-paced
- **Format:** Online training via an e-learning platform and videoconference
- **Location:** Remote
- **Access period:** Unlimited
- **Start date:** Flexible

TARIFF

- \$1800 for 10 hours of training and a 2 hours masterclass. This price includes worldwide shipping of the tasting kit.

INSTRUCTOR

- Victoire FINAZ , manager of VFV Conseil, founder of Chocologue Paris and the Chocology and Tasting Academy, is an expert in sensory chocolate tasting. She works as a consultant in product development, quality, and sourcing for companies, and provides chocolate trainings for both professionals and enthusiasts.
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