

NETZSCH

CHOCO EASY® School

Making Artisan Chocolate the CHOCO EASY® Way

CHOCO EASY® Seminar

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Who Should Attend? Anyone who is interested in learning how to make artisan chocolate "from bean to bar" using the latest advances in grinding, refining and conching technologies.

Seminar Dates: August 10-12, 2010

Professional Instructional Staff
Harry Way – Technical Director
Ted Hanneman – Chocolate Consultant

Fee: \$500

Overview

The goal of this seminar is to provide participants with a solid knowledge of the chocolate-making process "from bean to bar."

Starting with understanding the factors that affect the taste of the final chocolate, participants will gain a theoretical understanding as well as practical instruction in grinding, refining and conching chocolate using the NETZSCH CHOCO EASY® 50.

From the raw materials – cacao beans, cacao mass, cocoa butter, sugar and milk powder – participants will make 50 kg batches of dark and milk chocolate during the course of this seminar.

Seminar participants will also be given a solid grounding in the costs of making chocolate, where to purchase supplies, and the fundamentals of designing an artisan chocolate-making facility with a CHOCO EASY®.



Testimonials

"Attending the seminar really helped our team grow more comfortable with the CHOCO EASY®, and we were amazed at how simple the process was for creating our own chocolate. We realized how limited we had been in the past working with outside suppliers."

– Dr. Aharon Friedman, chemist and president,
The Healthy Chocolate Company (Sarasota, FL)

"I attended the CHOCO EASY® seminar at the NETZSCH facility and never realized how much science and art are involved in the manufacturing of chocolate."

– Joe Audia, general manager, Kilwin's Quality Confections, Inc.

Seminar Information at a Glance

Dates: August 10-12, 2010

Location: NETZSCH Premier Technologies Technical Center,
125 Pickering Way, Exton, PA 19341

Maximum Attendance: 10

Fee: \$500

Includes:

- 3 days of hands-on instruction
- Chocolate-making handbook
- Artisan chocolate tastings and samples
- Completion certificate



Seminar Fee Does Not Include:

- Transportation
- Accommodations

Multiple-Employee Discount:

Two or more from same company – discounted \$150/pp

ChocoEasy Purchase Discount:

(maximum one per company)

50% of course fee applied to purchase of CHOCO EASY® 50; 100% of course fee applied to purchase of CHOCO EASY® 300.

Private and Custom Courses, Trial Tests

We welcome requests to tailor our programs to your particular needs whether it be a customized version of any one of our courses or a trial test program to develop a particular chocolate formulation using a CHOCO EASY® to your specification.

Contact Information

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Visit www.chocoeasy.com for more details.

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Seminar Program Schedule

Monday, August 9

Travel Day. Arrive in Exton, PA., check into hotel. Welcome dinner, introduction to NETZSCH, meet the instructors, seminar orientation.

Day 1 – Tuesday, August 10

Morning Session (8:00 – 12:00)

- How chocolate gets its taste
- Traditional methods of chocolate production
- Making chocolate the CHOCO EASY[®] way
- Chocolate tasting

Lunch (12:00 – 1:00)

Afternoon Session (1:00 – 4:00)

- Dark chocolate recipe development
- Hands-on: making dark chocolate
- The importance of grinding and pre-refining
- Dry conching
- Conching and refining

Day 1 Review Session (4:00 – 5:00)

- Artisan chocolate tasting
- Questions about the day
- Setting the stage for Day 2

Evening Session (6:30 – 9:00)

- Dinner
- Open discussion



Day 2 – Wednesday, August 11

Morning Session (8:00 – 12:00)

- Status check: tasting the dark chocolate
- Technical assessment: what to measure, tools and techniques
- Cleaning the CHOCO EASY[®]

Lunch (12:00 – 1:00)

Afternoon Session (1:00 – 4:00)

- Milk chocolate recipe development
- Hands-on: making milk chocolate
- Elements of taste

Day 2 Review Session (4:00 – 5:00)

- Artisan chocolate tasting
- Questions about the day
- Setting the stage for Day 3

Evening Session (6:30 – 9:00)

- Dinner
- Open discussion

Day 3 – Thursday, August 12

Morning Session (8:00 – 12:00)

- Status check: tasting the milk chocolate
- Costing
- Raw materials suppliers
- Introduction to facility design

Lunch (12:00 – 1:00)

Afternoon Session (1:00 – 4:00)

- Facility design, continued
- Getting into production
- Environmental concerns

Day 3 Review Session (4:00 – 5:00)

- Questions about the day
- Final review and graduation