

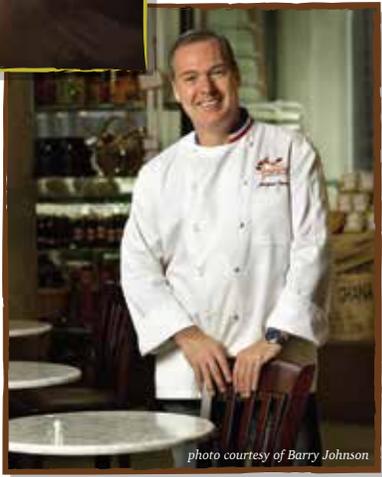
Summer 2017 Elevate CHOCOLATE

Elevating the art and flavor of fine chocolate.

Saturday, June 24, 2017
Intercontinental Times Square Hotel
300 W 44th St, New York, NY 10036



Keynote
Alex Whitmore,
Taza Chocolate

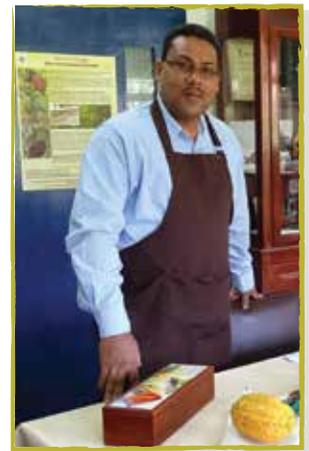


Keynote
Jacques Torres,
Jacques Torres Chocolate

photo courtesy of Barry Johnson



(above) Ed Seguire, Seguire Cacao, Cocoa & Chocolate
Advisors Leading the HCP tasting of new designs



(right) Darin Sukha, PhD,
Cocoa Research Centre, University of the West Indies,
Leading Cocoa Sensory Workshop and presenting Quality
Along the Cocoa Value Chain and Its Link to Flavor

Interactive format • Value-added activities

New all day format!

New activities:

Huddles
Not So Silent Auction
FCIA In Your Corner
And more!

Table Talks

Keynote Presentation
Heirloom Cacao Preservation Update & Tasting
Recognition of Excellence Awards Ceremony
Gallery Showcase
Chocolate Display/Sampling Table
Networking, networking, networking!
Chocolate Guide to New York

To register or for more information:
www.finechocolateindustry.org/events.php
Questions: d.kaplan@finechocolateindustry.org
or 603.491.5716

Sponsored by:



Summer 2017
Elevate
CHOCOLATE

Elevating the art and flavor of fine chocolate.

Program Overview:
FCIA 10 Years and Growing!

PROGRAM AGENDA - **NEW ALL-DAY FORMAT!**

8:30 AM Registration Opens

9:00 - 10:00 AM: Networking Huddles NEW!

- Chocolate Maker Huddle
- Chocolatier Huddle
- New Member Huddle

9:00 - 10:50 AM: Cocoa Sensory Workshop

- Presented by Darin Sukha, Ph.D., Cocoa Research Centre, University of the West Indies. Limited to 45 participants. RSVP during online registration.

10:00 - 12:30 PM: Table Talks EXTENDED & EXPANDED!

Session #1: 10:00 – 10:50

- Five Secrets to Small Business Success
- Mentoring, Meet-ups & More: Introducing FCIA's New Programs

Session #2: 11:00 – 11:50

- Alternative Sweeteners & How to Use Them
- Rumors, Myths & Truths: Health Benefits of Chocolate
- Scaling Up: Quality vs. Growth

Session #3: 12:00 – 12:50

- What Consumers Really Think About Fine Chocolate
- Inventory Management: From Ingredients to Product to Meeting Projected Sales
- TBD

**12:50 - 2:00 PM: Lunch break – hearty meal provided. Sponsored by ECOM Cocoa
FCIA's Not So Silent Auction NEW!**

1:00 - 2:00 PM: FCIA In Your Corner NEW!

- FCIA Timeline - Celebrating 10 Years!
- Introducing New FCIA Member Benefits

2:00 - 3:15 PM: Quality Along the Cocoa Value Chain and Its Link to Flavor

- Presented by Darin Sukha, Ph.D., Cocoa Research Centre, University of the West Indies.

3:30 - 5:00 PM: Formal Program

- President's Welcome
- FCIA Tenth Anniversary Celebration
- Recognition of Excellence Award
- HCP Update and Tasting
- Keynote Speakers
 - Jacques Torres, Jacques Torres Chocolate
 - Alex Whitmore, Taza Chocolate
 - Moderator, Lauren Adler, Chocopolis

5:00 – 7:00 PM: Gallery Showcase & Networking Cocktail Reception

- Exhibitors
- Networking
- Appetizer bar
- No-host cash bar
- Winners announced: FCIA's Not So Silent Auction

*** Topics, presenters & schedule are subject to change ***

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