



www.coeurdexocolat.com



Chocolate Challenge Teambuilding

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Welcome



Hi there,
I'm David and yes, you're right, I do have the best job in the world.

It's true what they say that everything tastes better with chocolate and corporate events are no different. I have worked in the food and drink industry for over forty years and I've attended more than my fair share of corporate events; looking back on them I can't help but thinking they would have all been better with chocolate!

I love running these events and it's about more than just sharing some great chocolate - we get to build some great teams and relationships too.

Chocolate Making Classes and Chocolate Tasting Courses are recommended for:

Team Building - Bonding - Training Days - Meetings - Conferences - Recruitment - Networking Events - Marketing Events - Product Launches - Corporate Parties - Company Fun Days - Client Gifts.

Do Team building & Corporate Events work

"team building" the word has become a bit of a Business buzzword over recent years, and can mean many different things.

If we look at corporate development, team building exercises can be very important not just for the experience of the activities each participant performs, but especially for the group skills, communication and bonding.

I believe that Chocolate offers a gentler and more sophisticated team building activity than paint balling or outdoors obstacle or assault course challenges.

Taking employees away from the office can help groups break down some political and personal barriers, eliminate distractions. The benefits of team-building programs are so significant that companies both large and small now incorporate some teambuilding strategies into their standard training portfolio.

Some of the benefits include:

- Improved morale and leadership skills
- Finds the barriers that thwart creativity
- Defines objectives and goals
- Improves processes and procedures
- Improves organisational productivity
- Identifies a team's strengths and weaknesses
- Improves the ability to problem solve

The hidden potential

Once you decide to participate in a teambuilding program, the question becomes: where shall we go? You can stay at home if you have the meeting rooms, or take a hotel in the peaks, Lake District, even Paris or London.

Activities in these programs are designed to motivate people to pool their talents and perform at their best individually and as team players. Team members discover that diversity is their greatest asset and trust, cooperation and effective communication are the key to a team's success. Structured activities not only encourage individual development, but bring all members together for a common cause.

About Us

What?

Coeur de Xocolat offer unique events built around interactive chocolate fun which are perfect for:

- Schools, Colleges and Universities
- Companies, Civil and Public Organisations
- Public/Private events and Festivals
- Private parties

How?

Through a variety of innovative & indulgent chocolate themed events we provide an effective method of building corporate and client relationships whilst enhancing staff moral which can lead to more effective teams.

- Bespoke one hour, half-day or full day/s events
- Fun, exciting and engaging activities
- Easily integrated with other events

Our events are not just for small teams, they're also ideal for conferences, exhibitions, product launches, networking sessions and a very effective way to have a bit of fun and light entertainment after a hectic conference agenda. Each event is run by our award-winning master chocolatier David Greenwood Haigh who is happy to work with your event organiser. All events are planned and tailored to suit the client's needs

Where?

Anywhere is just about possible! from your office, a room in a restaurant, a hotel or even a private address.

Key points

- All our friendly and knowledgeable staff are DBS checked (Disclosure and Barring Service, previously CRB)
- £5 million liability insurance
- Full Risk Assessment
- Award winning chocolatier,
- All the necessary equipment
- Available to work all over the world!



What equipment is needed?

We bring everything, including table covers for venue protection and we leave the room exactly as it was found.

To whet your appetite, Coeur De Xocolat can provide

Chocolate tasting; Fundamentals of chocolate making; Chocolate pairings with Wine/Beer; How to prepare chocolate ganache; How to make chocolate truffles and chocolate making sessions

We often do a combination of all these and that's got to be a good thing! We're commercially focused too and never lose sight of your objectives despite our outward facing and genuine enthusiasm.


Coeur De Xocolat can also provide chocolate fountains, hot chocolate machines, popcorn machines and most things chocolate related.



Xocolat Factory Challenge

(Half Day)



	Duration	Size	Recommended For
	Half Day	Suitable for 10 - 400 people.	Team bonding; management training staff wellbeing; networking; client entertaining; social events; fun days. Staff enrichment days.

Teams create a new and original flavoured chocolate bar In typical Apprentice-style

- Teams create their own chocolate bar
- Design and make suitable packaging.
- Devise a marketing strategy including a 30 second radio advert
- Keep a sharp eye on costs and profit margins.

This then culminates in a final pitch to the other teams.

Event content

Agree a target market

Select flavours

Set a retail selling price

Devise a brand name and style

Design and later create the packaging

Cost their product for ingredients and materials (Teams will need to price their products correctly in order to achieve the best profit margin)

Devise a marketing strategy and advertising campaign

Produce a radio advertisement

In a fun finale, the teams then proudly present their product and Radio advert.

In addition, everyone will make and decorate chocolate bars to take home.

What's included?

- Event manager and team building instructors
- Presentation on the history of chocolate & production process from bean to bar
- Tempering explanation and demonstration
- Step-by-step chocolate making demonstration
- Hands-on chocolate making, resulting in a new chocolate bar range
- Chocolate making tools and equipment
- Ingredients packaging
- Disposable table covers, gloves and aprons
- Team packs and stationery

What are the benefits?


The Xocolat Factory Challenge is a fantastic morale-boosting event;

Ideal if you are looking for a fun & unique way to reward your staff. An energising and cohesive activity which is often used as an interlude during a demanding conference. Delegates learn new skills, are creative and ultimately have fun. The Chocolate Factory Challenge is a superb event for motivating and re-energising your workforce.



Chocolate Factory Charity Fund Raising *(Full Day)*



	Duration	Size	Recommended For
	Full Day	Suitable for 10 - 400 people.	Team bonding; management training staff wellbeing; networking; client entertaining; social events; fun days. Staff enrichment days



Awaken your team's passion and creativity as they unite to rescue a failing chocolate factory!

Delegates compete in four separate chocolate activities to raise money.

How is the event run?

Your group is divided into four teams, each team is divided in two.

Each team is given a different chocolate activity:

- Decorate cupcakes
- Chocolate lollypop making
- Chocolate painting
- Truffle Making



Each is given a demonstration of how to create their products. They must then make & professionally package them. Each team is told the cost price of the ingredients & packaging & must keep track of how much is spent. Everyone is involved in pricing and selling & are encouraged to explore different angles to try to sell the entire stock. The goal is to earn as much money as possible for charity. Total product costs are deducted from overall sales.

A final boardroom meeting reveals pitfalls, amusing stories, each team's total sales & a winner is declared! The winning team is awarded with an abundance of chocolate goodies with money raised donated to a charity of your choice.

What's included?

- Event manager and team building instructors
- Tempering explanation
- Step-by-step chocolate making demonstration
- Hands-on chocolate making
- Chocolate making tools and equipment
- Ingredients packaging
- Create a pop-up-shop (Props and Point of sale)
- Disposable table covers, gloves and aprons
- Team packs and stationery

A boardroom presentation concludes with the choosing of the winning team.

What are the benefits?

Delegates are involved in a fun and creative activity in which they make a fantastic end product. It's a great event to re-energise, motivate & de-stress your staff. Key skills are teamwork, communication & creativity. The event can be used as a fun exercise or to help personal or group development. The charity of choice benefits in donations from your new experience.



'Death by Chocolate the Apprentice-Style' (2 Day)



	Duration	Size	Recommended For
	2 day	Suitable for 10 - 70 people.	Team bonding; management training staff wellbeing; networking; client entertaining; social events; fun days. Staff enrichment days

'Awaken your team's passion and creativity as they unite to rescue a failing chocolate factory! A delicious (and deadly) team building game.

The owner of the world's greatest chocolate empire has only a few months to live and is offering control of the company to the team that invents the greatest chocolate recipe of all time! Teams will record a 30 second radio advert as a pitch that shows how their chocolate affects ordinary people and tell us their secret ingredients.

Event content

On Day 1 we arrange for teams to take over a manufacturing unit where they receive tuition from a top Chocolatier in how to produce quality chocolates. Delegates practise tempering chocolate before making the chocolates designed by their teams. A subteam gets creative on the marketing & design. Delegates must devise a name for a 'pop-up-shop', a brand, logo, strap-line, packaging and short radio commercial. Teams must also design the layout for a 'pop-up-shop' and dress the space to maximise product appeal.

On Day 2 each team must sell its products to the staff on site to earn as much money as possible! The 'popup-shops' will be located in your office complex. The entire team is involved in pricing & selling the chocolates & encouraged to explore different angles to try to sell the entire stock. We provide a digital camera to capture highlights of the days. Final boardroom presentations reveal all the pitfalls, amusing stories, a radio ad and each team's sales are totalled and a winner is declared! The winning team is awarded with an abundance of chocolate goodies.

What's included?


- Event manager and team building instructors
- Presentation on the history of chocolate & production process from bean to bar
- Tempering explanation and demonstration
- Exclusive bespoke sculpted chocolate moulds for your organisation (to keep)
- Step-by-step chocolate making demonstration
- Hands-on chocolate making, resulting in a new chocolate bar range
- Chocolate making tools and equipment
- Ingredients packaging
- Disposable table covers, gloves and aprons
- Team packs and stationery

What are the benefits?

Delegates are involved in a fun & creative activity in which they produce a delicious end product. It's a great event to re-energise, motivate & de-stress your staff. Key skills are teamwork, communication and creativity. The event can be used as a fun exercise or to help personal or group development.

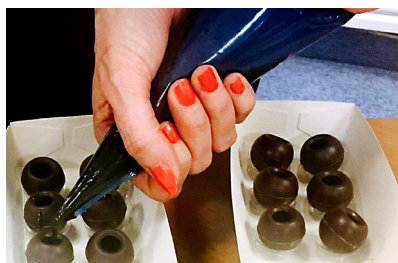


The Truffle Masterclass

	Duration	Size	Recommended For
	1-3 hours	Up to - 100 people.	Team bonding; networking; client entertaining; social events; fun days hen parties. Staff enrichment days

A fast-paced & fun introduction to chocolate making!

The Truffle masterclass is the perfect event for groups with limited time or budget. A creative and entertaining activity, ideal as an icebreaker or opener for any event. Most suitable for staff rewards, networking events & client entertaining. Delegates normally work in small groups which encourages bonding skills & cements working relationships.



Event content

Delegates learn about the origin of truffles and produce between 15 and 30 hand crafted Belgian truffles from raw ingredients. This event incorporates a chocolate making demonstration. Under the expert guidance of our award-winning chocolatier delegates learn how to mix, pipe, cut, shape, coat & finally package their very own delicious handmade truffles.

What's included?

- Event manager and team building instructors
- Presentation on the history of chocolate production process from bean to bar
- Tempering explanation and demonstration
- Step-by-step chocolate truffle making demonstration
- Hands-on chocolate truffle making, resulting in your own range
- Chocolate making tools and equipment
- Ingredients, flavours and packaging
- Disposable table covers, gloves and aprons




What are the benefits?

The Truffle Masterclass is a fun & unique way to reward your staff. An energizing, bonding activity that's often

used to reward staff at interlude during a demanding conference. Delegates learn new skills, are creative and have fun.



Build a Bar

	Duration	Size	Recommended For
	1-3 hours	Up to - 100 people.	Team bonding; networking; client entertaining; social events; fun days. Staff enrichment days brand days Conference interlude Exhibition booths Pop up experiences



An introduction to chocolate making The Build a Bar experience is the perfect event for groups with a limited time or budget

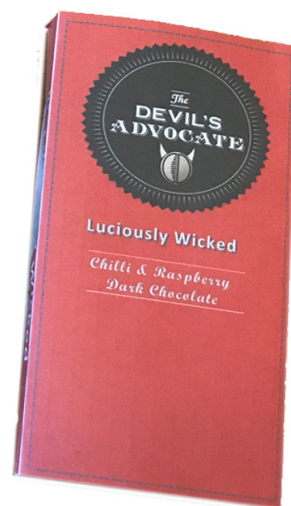
A creative and entertaining activity, ideal as an ice-breaker or opener for any event. Most suitable for staff rewards, networking events & client entertaining. Delegates normally work in small groups, which encourages bonding skills & cements working relationships.

Event content

Delegates produce their very own chocolate bars from a wide selection of ingredients, spices and aromas. This event incorporates a three-stage chocolate making experience. Under the expert guidance of our award winning Chocolatier. Delegates learn how to pair flavours, make and finally package their very chocolate bars to take away.

What's included?

- Event manager and team building instructors
- Presentation on the history of chocolate production process from bean to
- Tempering explanation and demonstration
- Step-by-step chocolate bar making demonstration
- Hands-on chocolate bar making
- Chocolate making tools and equipment
- Ingredients, flavours and packaging
- Disposable table covers, gloves and aprons
- Option to have Bespoke moulds made for the event




What are the benefits?

The Build a Bar event is infinitely adaptable, fun and rewarding for all. A quick and cost-effective way to motivate and re-energising your team.



Chocolate Safari

	Duration	Size	Recommended For
	½ day to 3 days	Up to 60 people.	Conference interlude; team bonding; networking; client entertaining; social events; fun days; hen parties, brand days



Explore the chocolate history of a foreign city guided by your very own master chocolatier

Coeur De Xocolat have been leading small groups from 4 people to 20 to: Bruges, Cologne, Brussels, and Paris since 2010.

What's included?

- Guide manager and Guides
- Presentation on the history of chocolate bean to bar
- Expert guided chocolate tasting and pairings
- Guided tour of at least 12 chocolate shops of varying focus
- Chat with store owners & Sample and buy fantastic artisan chocolates!
- Visit the chocolate museum
- Free time to shop
- Ferry & accommodation Coach transfer
- Workshops on-board (in hotel) include the art of tasting chocolate Fairtrade and facts about production



Walking Difficulty


'Medium' Wear comfortable shoes the streets are mainly cobbled (Bruges) be prepared for a bit of walking!

What are the benefits?

The Chocolate Safari is a great group activity. This is an opportunity to taste first hand fine crafted chocolates.



Chocolate Treasure Hunt

	Duration	Size	Recommended For
	1-3 hours	Up to - 100 people.	Team bonding; networking; corporate/ client bonding. social events; fun days. brand days, Staff enrichment days

Your team has up to three hours to solve clues in a bid to earn as much chocolate as possible!

How is the event run?

The event will be run by our experienced, friendly and professional staff. It will commence with a briefing to outline the challenges. There are three principal elements which will keep all team members fully engaged and entertained...

These are:

Cryptic clues (just to get everyone thinking)

Scavenger hunt (not using the expense account but lots of imagination)

Camera challenge (memorable and often hilarious pictures guaranteed)

Teamwork, communication, creativity and innovation are the keys to success. Interaction within a team will also be emphasised and there will be a requirement to engage with rival teams during the event.

At the end of the event all the photographs taken by participants on the day will be viewed on a slide show giving teams the chance to see how their rivals have fared and then a debrief will take place to highlight some of the outstanding contributions.

The finale will be the announcement of the results and a prize giving which is always a high-spirited affair! A themed treasure hunt activity gives added focus to a great team building day for all participants.

What's included?

Pre-hunt event management to include unlimited telephone and e-mail support Treasure Hunt pack for each team containing:

- Digital camera to use during the hunt (spare batteries provided)
- Clipboard & pens, Maps, question & answer sheets
- A fabulous box of chocolates for each member of the winning team
- Photos from the day




What are the benefits?

The Chocolate Treasure Hunt develops teamwork and improves interpersonal skills. It is an energetic, hilarious, chocolate-packed event that will refresh and re-energize any team!



The Art of Chocolate

	Duration	Size	Recommended For
	1-3 hours	Up to - 100 people.	Team bonding; networking; client entertaining; social events; fun days. Staff enrichment days, brand days

Focusing on fun and entertainment, our Chocolate Painting Workshop is certain to create the ideal atmosphere for any corporate or networking event, Christmas party or any event whatever the occasion.

Create your perfect excuse to host this event, & enjoy some fantastic fun with chocolate!



What's included?

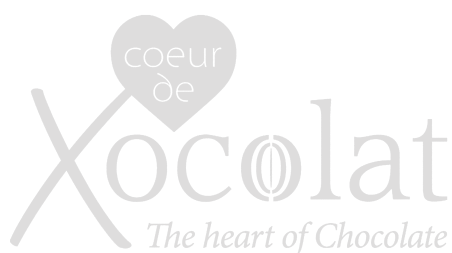
- Event manager and facilitators
- Presentation on the history of chocolate
- Chocolate painting tools and equipment and canvas
- Ingredients, flavours and packaging
- Disposable table covers, gloves and aprons

Event content

The award-winning master chocolatier starts with a fascinating but brief discussion about the history of chocolate. Under his expert guidance, delegates learn how to temper and colour chocolate, then create their very own masterpiece using the materials provided.

What are the benefits?


The Chocolate Painting Workshop is a great alternative event if you are looking for something fun & and unique.



Exhibition: Aroma Workshop

Identify Aromas



	Duration	Size	Recommended For
	We can run an exhibition stand for as little as a few hours, or up to 1 week if required.	There is no maximum limit,	Food festivals, exhibition stands, Food buyers, clients, conference break-out sessions, networking, brand days product launches. NPD sessions. Staff enrichment

Inject some excitement to your exhibition or product launch with this aroma training experience

Can your delegates work out the different rich and wonderful Aromas?

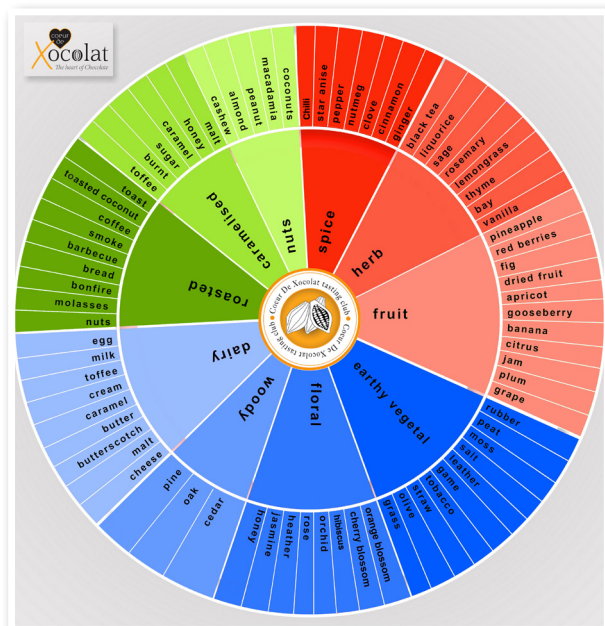
Event content

If we want to improve our palate we have to train it.

Choose a combination of unique flavours and test your delegates' olfactory skills to see who can detect the aromas. Using the Coeur de Xocolat 'nosing kit' we will provide you with an extensive list of aromas to choose from, including champagne or perhaps tomato, basil, mint to honey and leather! Along with hand-made tasting chocolates, the possibilities are endless!

Coeur de Xocolat can hand-make any quantity of tasting chocolates that you require & are happy to oblige your aroma suggestions.

We will supply an expert chocolatier to set-up and run the event. Interacting and explaining the processes with your delegates.




What's included?

- Event manager and facilitators
- Presentation on the science or aroma and taste
- Chocolate tasting sticks and aromas, spices and herbs
- Disposable table covers, gloves and aprons



Exhibition: Taste Workshop

Identify Flavours

	Duration	Size	Recommended For
	1-3 hours	Up to - 100 people.	Food festivals, exhibition stands, Team bonding; conference break-out sessions, brand days networking; client entertaining; social events; fun days. Staff enrichment days

This is a taste training experience to add excitement to your exhibition or product launch.

Can your delegates work out the different rich and wonderful and sometimes surprising tastes?



Event content

If we want to improve our palate we have to train it. There are a range of chocolate tasting sticks available with a variety of unique flavours and test your delegate's taste skills to see who can detect the flavours correctly.

Coeur de Xocolat can hand-make any quantity of tasting chocolates that you require and are happy to oblige

your flavour suggestions. We will supply an expert chocolatier to set-up and run the event. Interacting and

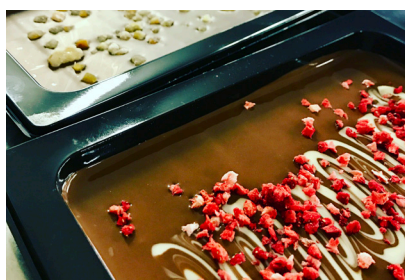
explaining the processes with your delegates.




What's included?

- Event manager and facilitators
- Presentation on the science or aroma and taste
- Chocolate tasting sticks and aromas, spices and herbs
- Disposable table covers, gloves and aprons

coeur
de
Xocolat
The heart of Chocolate



Chocolate Tasting Masterclass

	Duration	Size	Recommended For
	1.5-2 hours	Up to 1000	Food festivals, exhibition stands, conference break-out sessions, Client Entertainment brand days Networking Events Marketing Events Product Launches



Chocolate is one of the most versatile foods you'll find but how much of chocolate have you actually experienced?

This masterclass will teach you how to enjoy chocolate on a new level by using all the senses, you will LOOK LISTEN TOUCH SMELL and final TASTE your different chocolate samples making you a chocolate sommelier.

How is the event run?

Delegates/clients are welcomed by our expert chocolatier. The event begins with the magical history of chocolate including where it was first discovered & moves on to the fascinating production process from bean to bar. The chocolate tasting kicks off with some familiar brands. Delegates are then taken on an adventure with some of the finest chocolate in the world!

Event content

Fascinating history of chocolate & the production process from bean to bar.

Master the art of tasting chocolate using sensory analysis.

Chocolate from more than 6 different origins



What are the benefits?

Chocolate Tasting is a great team-bonding activity. Taking a well-known & loved product & learning to expand horizons through the medium of taste. At a glance, chocolate is a commonplace product enjoyed by all, but through discussion delegates learn to appreciate the many varieties and qualities as well as personal preferences, tastes & pre-conceptions; all skills delegates can develop & easily apply to working relationships.

Chocolate history (40 mins)

The story about how chocolate came about is an amazing one and steeped in divine mystical tradition and history beginning in Mexico as early as 1500 BC with the Olmecs who were around till 400 BC David guides us through in a humorous and interesting way.

Adult Guided tasting (20 mins)


Chocolate provides us with one of the most fulfilling sensory experiences which can be derived from food. During this Guided Chocolate Tasting you will notice that the focus is beyond simply eating or "tasting" chocolate; instead we will concentrate on the whole sensory experience. Our Master Chocolatier will guide you through this fascinating delicious process and expand your chocolate knowledge with interesting facts on the history of chocolate, trade justice and coca production.



Truffle making demonstration (20 mins)

The story about how this chocolate treat came about is an amazing one; you will see how ganache made and taste some too.

Chocolate and Wine Pairing

	Duration	Size	Recommended For
	1-3 hours	Up to - 100 people.	Food festivals, exhibition stands, conference break-out sessions, Team bonding, brand days networking; client entertaining; social events; fun days.

A tasting experience to enthrall wine enthusiasts and delight chocolate lovers! And for those who love both, this experience will take them to pure utopia!

Focusing on fun & entertainment, Chocolate & Wine Tasting is certain to create the perfect atmosphere for any corporate or networking event, Christmas party, birthday, or anniversary celebration. Whatever the occasion, create your perfect excuse to host this event & enjoy some fantastic fun with chocolate & wine!

How is the event run?

We start the Chocolate & Wine Tasting with a generous measure of the finest Spanish Cava! We then taste different types of high quality chocolate & match these to six delicious wines: sparkling, white, red, dessert wine & port are all included & the combinations are divine!

Besides learning a little about the history of chocolate & the production process from bean to bar, there is a fun quiz & a prize of special chocolates to give away to the winner!

Event content


- Event manager and facilitators
- Six wines and six origin chocolates
- Disposable table covers
- Learning about the chocolate making process
- Hints & tips on chocolate quality & enjoying wine
- Fun chocolate-themed quiz with a prize of special chocolates

What are the benefits?

Chocolate & Wine Tasting is a great morale-boosting event that we originally developed for networking events. It is often used for client entertaining, as a unique pre- or post- dinner treat, and staff rewards & fun days. Chocolate & wine are two fantastic mediums that bring people together in a fun & informal way.



Chocolate and Craft Beer Pairing

	Duration	Size	Recommended For
	1-3 hours	Up to - 100 people.	Food festivals, exhibition stands, Team bonding; networking, conference break-out sessions, client entertaining, brand days social events; fun days

A tasting experience to enthrall beer enthusiasts and delight chocolate lovers! And for those who love both, this experience will take them to beer utopia!

Focusing on fun & entertainment, Chocolate & beer pairing is certain to create the perfect atmosphere for any corporate or networking event, Christmas party, birthday, or anniversary celebration. Whatever the occasion, create your perfect excuse to host this event & enjoy some fantastic fun with chocolate & beer!

How is the event run?

We start the Chocolate & beer tasting with a lesson on how to taste chocolate followed by how to taste beer! We then taste different types of high quality chocolate & match these to five craft beers.

Besides learning a little about the history of chocolate & the production process from bean to bar, there is a fun quiz & a prize of special chocolates to give away to the winner!



Event content

- Event manager and facilitators
- Six craft beers and six origin chocolates
- Disposable table covers
- Learning about the chocolate making process
- Hints & tips on chocolate quality & enjoying beer
- Fun chocolate-themed quiz with a prize of special chocolates




What are the benefits?

Chocolate & beer tasting is a great morale-boosting event that we originally developed for networking events. It is often used for client entertaining, as a unique pre- or post- dinner treat, and staff rewards & fun days. Chocolate & beer are two fantastic mediums that bring people together in a fun & informal way.



Chocolate Company Logo Bars



	Duration	Size	Recommended For
	we can run a stand for as little as a few hours, or up to 1 week if required.	There is no maximum limit,	Food festivals, exhibition stands, Team bonding; networking, conference break-out sessions, client entertaining, brand days social events; fun days. Staff enrichment days

Immortalise your company logo in chocolate! The deliciously indulgent way to promote your company & stand out from the crowd!

Coeur de Xocolat can provide the unique service of creating delicious chocolates in the shape of your company logo. Milk, dark, white & coloured chocolate can all be used to create an identical, yet entirely edible version of your logo or product making the ideal gift for prospective clients & business partners to ensure your company is the one they remember.

We will organise for your logo to be turned into a chocolate mould & then we will use our chocolate expertise to hand-make any quantity of chocolate logos which we will professionally package ready to give-away. For Events and exhibitions, we can supply an expert chocolatier to set-up & run the stand & can also run interactive chocolate making demonstrations throughout the exhibition.


What's included?

- Ingredients, flavours and packaging
- Mould design and ten moulds



Pop Up Chocolate Shop



	Duration	Size	Recommended For
	we can run a shop for as little as a few hours, or up to 1 week if required.	There is no maximum limit,	Food festivals, exhibition stands, brand days

A brand experience to enthrall chocoholics

Focusing on delivering an experiential fun & entertainment, pop up is certain to create the perfect atmosphere for any brand

Why set-up a pop-up shop?

Setting up a pop-up shop is a relatively low-cost way to test new products, boost your brand. In a world where businesses are increasingly migrating online, pop-up shops offer a way to engage with your customers face-to-face, build relationships, and give your brand that all-important feedback.

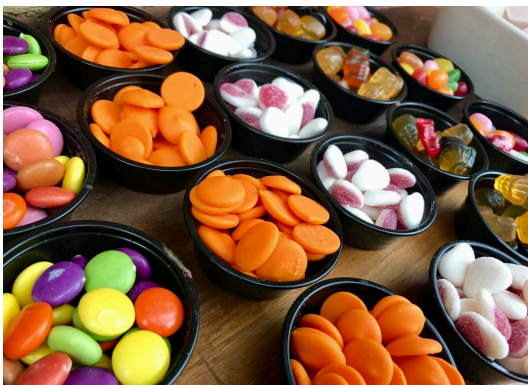


Location, Location, Location

Primarily, look for a pop-up that receives a decent footfall on a daily basis to expose you to your target market. Choose a location that fits your brand and consider competition– there's no point selling skateboards in Sloane Square. We can also give your pop-up shop a heavily-branded makeover to ensure maximum awareness. speak to other businesses that have set up pop-up shops in the space before. Were they successful?

Budget and staffing

Utilities, insurance, and branding the space – which could include furniture, painting, lighting etc. – and marketing materials (samples, leaflets). You'll also need to consider how you're going to staff the pop-up.



Marketing, marketing and more marketing!

Getting a pop-up shop presence on the high street or at a key commuter location, doesn't guarantee that your pop-up will be a success. You need to encourage passers-by to become buyers. The cornerstone is a vibrant front window display. This is a chance to create a visual feast that tells the story of your brand and catches the attention of idle eyes, drawing people in with an expectation of what you're all about. Melting chocolate customers making custom bars can make this a no brainer. Generate interest online by posting on media pages for the local area or advertising to your followers on Facebook or Twitter and encouraging them to come down. Don't discount the humble flyering approach as it's still a highly valuable tool when it comes to generating local interest. Like the window display, flyers should make people excited about your brand – make the most of the opportunity to

advertise special offers or discounts. Generate interest from bloggers and vloggers in your market and persuade them to come to your shop maybe hold a press event with goodie bags.

'What's the end-goal?'

The three core goals of a setting up a pop-up shop should be to raise brand awareness, generate sales or explore new revenue streams, and engage with customers directly. Don't just set up a pop-up shop because you've noticed that your competitors are doing it or because it's become the "in thing", you should have a good reason for wanting to open a pop-up.

Chocolate Extras



CSI Chocolate

It's time to treat your sweet tooth and test your taste buds with our unique CSI "Chocolate Taste Test" competition. Each group gets to taste ten different types of childhood favourite chocolate bars – can you guess what they are without looking at them? Whose taste buds will reign supreme? That's not all. In our "Chocolate Sight Investigation" (CSI) we've dissected chocolate bars. Can you correctly detect out what kind it is?



Towering Chocolate

You've got chocolate and you've got the brains, creativity and project management skills... now it's time to put your skills to the test and see how high you can build a freestanding chocolate tower using only chocolate bars spaghetti and marsh mallows.



Sniff Cocoa like a Rock Star

Willy Wonka would turn in his grave this activity is designed to illustrate the importance of aroma in tasting food. This activity was first used at a rolling stones birthday party.



Chocolate buzzword Bingo

Everyone is given a Bingo card with chocolate experiences such as "has eaten the ears off a chocolate bunny first" and "has eaten cereal with chocolate milk" on a bingo card. Find others who fit these descriptions, and get Bingo before your co-workers do! This is a perfect ice breaker to get people mingling and most importantly, meeting co-workers.



Chocolate Quiz

Chocolate a series of fun activities to test everyone on their chocolate knowledge This is a perfect ice breaker to get people chatting and most importantly, meeting co-workers



Chocolate Speed Dating

In this activity, you will taste at least 4 different origin chocolates and try to pair them with unusual fruits and spices to create a new combination for the team to try and share, demonstrating that sometimes unusual things can work well together



Chocolate Nosing

Using David's training in wine whilst at culinary school David has created a nose training kit to help identify some of the more than 1500 aromas found in chocolate.



Chocolate Extras

Single origin Chocolate Fountain

Complete with single origin chocolate, fresh fruits and marshmallows.

Single origin Hot Chocolate

Complete with single origin chocolate and we can create a seasonal version chilled or spicy.

Chocktails (Chocolate Cocktails)

Complete with single origin chocolate and we can create a seasonal version hot chilled or spicy.

Branded Chocolate Apparel

T-shirts, tote bags, aprons & chef's hats can all be personalised as a reminder of the event.



Pricing

Event name	5-10	11-15	16-30	31-50	Over 51
Chocolate Factory challenge half day	£850	£700	£45pp	£40pp	£40pp
Chocolate Factory Charity Fund Raising Full Day	£1000	£850	£65 pp	£55 pp	£55 pp
Death by Chocolate 2 days	£2000	£1700	£130 pp	£110 pp	£110 pp
The Truffle Masterclass	£650	£650	£45 pp	£40 pp	£35 pp
Build a Bar	£650	£650	£45 pp	£40 pp	£35 pp
Chocolate Safari	poa	poa	poa	poa	poa
Treasure Hunt	£650	£650	£45 pp	£40 pp	£35 pp
Art of chocolate	£650	£650	£45 pp	£40 pp	£35 pp
Aroma Workshop	£650	£650	£60 pp	£50 pp	£45 pp
Taste Workshop	£650	£650	£60 pp	£50 pp	£45 pp
Chocolate Tasting Masterclass	£650	£650	£45 pp	£40 pp	£35 pp
Chocolate and Wine Pairing	£650	£650	£45 pp	£40 pp	£35 pp
Chocolate and Craft Beer Pairing	£650	£650	£45 pp	£40 pp	£35 pp
Chocolate Company Logo Bars	£850*	£850*	£850*	£850*	£850*
Chocolate Extras	poa	poa	poa	poa	poa
Apparel	poa	poa	poa	poa	poa

pp = Per Person * = Plus additional material costs



Meet the Chocolatier



David is an award-winning chocolatier with over forty years' experience in the food industry, as a Master Chef, Member of the Craft Guild of Chefs and Sales Manager for blue-chip global food businesses. David's Food Adventure began as a young chef in Yorkshire. Working in hotels and learning his trade, he quickly progressed through the ranks and transitioned into multiple sales roles for companies including Unilever, Campbell's and CPC.

David's passion for chocolate was reborn from his last employed position for Divine Chocolate, which is where his Food Adventure started to pick up pace. It was here that David focused his enthusiasm for food on ethically sourced, fantastic quality chocolate. This role afforded David some career changing opportunities to work directly with Cocoa Farmers in Ghana to understand first-hand the subtle nuances of cocoa production.

In 2011 David established Coeur de Xocolat to embody the skills and passions he has gained throughout his career in food. The business specialises in chocolate team events, consultation and demonstrations. David shares his knowledge and experiences by putting his unique twist on the chocolate world. His work at Coeur de Xocolat has seen him providing corporate team building days around the world for businesses like, Al Ghurair Group (Dubai) PWC, Deloitte (London) and Danone (Evian France).

David teaches in several universities and colleges, he is a regular visitor to schools. He has built an impressive list of accolades, include being a judge for the Great Taste Awards, Academy of Chocolate Awards and the International Chocolate Awards, and is a Fellow of The Institute of Hospitality. David's Food Adventure continued in 2015 creating a Jam with 70% Arauca Dark Chocolate as a new product. He has developed a retail range of products based on his knowledge of the market and of chocolate. The result was seven premium chocolate bars, three jams with a chocolate-twist and four BBQ rubs. David's hard work was rewarded with a Great Taste Gold Award for his Raspberry Jam with chocolate and his Haiti bar.

David lives in Wakefield, West Yorkshire with his wife Lesley. He has a son, who also works in the food industry and has travelled extensively to further his culinary knowledge.

The Coeur de Xocolat Adventure is well documented and David puts his enthusiasm for chocolate and fine food in front of more and more people as he educates his chocolate delegates.

David's other passions include:

The people of Haiti, where David has visited more than 11 times and were the inspiration for his first cook book.

His large collection of cookery books (many of them about Chocolate!), and Photography.

With enthusiasm and a typically friendly 'Yorkshire directness'. David said "Working with chocolate is my passion – creating exciting new flavours, demonstrating and sharing techniques and skills. But being able to meet, help and inspire people is what really drives me".

He continued "Small differences like buying directly from the farmers or using Fairtrade and direct trade can make big changes to people's lives".

David is an experienced speaker and regularly presents on Radio and TV as well as groups ranging from 10 to 3000 people.



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