



SWEET DREAMS AND SMART BUSINESS

BUILDING AND GROWING A SUCCESSFUL CONFECTIONERY BUSINESS • A 3-DAY HANDS-ON SEMINAR

Every aspiring chocolatier faces two obstacles to success. First, of course, you must make an exceptional product that attracts and satisfies customers. And second, you must position, manage and market your business to make money in an increasingly competitive marketplace.

The Chocolatier's Workshop is a 3-day hands-on seminar conducted by senior staff of Cargill Cocoa & Chocolate along with a select team of outside professionals.

In The Chocolatier's Workshop, you will learn time-tested techniques for making superb chocolate products. More importantly you will learn how to make those products stand out on the shelf and in the minds of your customers. You will learn the importance of branding, packaging, and merchandising. You will receive practical instruction on the legal, accounting, insurance and organizational processes required to manage a retail business. You will learn from best-in-class examples. And you will leave the workshop with all the tools necessary to develop, write and implement a successful marketing plan for your business.

*The
Chocolatier's
Workshop™*





WORKSHOP AGENDA

The Chocolatier's Workshop is an intimate, interactive and participatory seminar, taking place over 3 days at Cargill Cocoa & Chocolate's headquarters in Lititz, Pa. Participants will receive breakfast and lunch all three days and a celebratory dinner.



DAY 1: THE ART OF CHOCOLATE

- First steps
- site selection
- determining the correct product mix
- selecting and purchasing the right equipment
- branding and packaging your product.

DAY 2: THE BUSINESS OF CHOCOLATE

- The fundamentals of marketing, advertising and promotion
- the legal and operational landscape – finding a lawyer and accountant
- structuring and registering your business properly
- understanding your legal rights and obligations.

DAY 3: THE SCIENCE OF CHOCOLATE

- The theory and practice of tempering chocolate
- confectionery making 101.

COURSE INSTRUCTORS

Joe Sofia ♦ graduated from Cornell University and spent 10 years working for Nestlé USA in various capacities before joining Peter's Chocolate as a district sales manager in 1995. Joe is currently Cargill's chocolate specialist and is on the instruction team for the RCI Chocolate Boot Camp. He has also hosted seminars and demonstrations at the Philadelphia Candy Show and Sweets & Snacks EXPO.

Parra Vaughan ♦ is an independent marketing consultant serving clients in the publishing, food manufacturing, energy, transportation and financial services industries. Prior to consulting, Parra held senior positions at Coca-Cola and Procter & Gamble. She holds a Master of Management degree from the J.L. Kellogg Graduate School of Management at Northwestern University and a Bachelor of Industrial Engineering degree from the Georgia Institute of Technology.

Courtney LeDrew ♦ graduated from Millersville University with a B.S. degree in marketing. Courtney has been managing the Cargill Cocoa & Chocolate family of product brands for over 8 years. She is very passionate about food and culinary trends.

Rick Schwartz ♦ has a B.S. degree in food science from Delaware Valley College. He has over 30 years experience in R&D and QC in the chocolate and confectionery industries. He truly enjoys and excels in one-on-one coaching with customers to solve their technical issues. He has participated in several "ask the experts" panel seminars at the Philadelphia Candy and RCI shows.

THE CHOCOLATIER'S WORKSHOP

Participation is limited to ten ♦ Cost: \$900

FOR WORKSHOP DATES or TO REGISTER, call 717.626.3246 or email chocolate@cargill.com



Cargill Cocoa & Chocolate • 20 North Broad Street, Lititz, PA 17543

Cargill is the right partner. Cargill brings broad experience, passion and excitement to the food and beverage industries. Cargill's deep ingredient knowledge, technical expertise and customer insights provide resources for developing new products to meet your consumer's needs and wants. Visit www.cargill.com for more information.

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The Chocolatier's Workshop Registration Form
Cargill Cocoa & Chocolate Headquarters
Lititz, Pennsylvania
March 12-14, 2012

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Fax: _____

E-mail: _____

Special Services

Please indicate if you require special accommodations or have dietary restrictions:

Please complete this form and return it by fax to 717-627-3881 or mail it to The Chocolatier's Workshop, 20 North Broad St., Lititz, PA 17543. **Forms must be received by March 2, 2012.** Space is limited to ten.

Registration package includes:

- Two days of classroom training and one day of hands-on tempering and candy making instruction
- Light breakfast and lunch on all three days; celebratory dinner on the 12th
- Course materials
- Chocolate and supplies for candy making

Cost is \$900

A 50% down payment is due at time of registration, with the remainder to be paid two weeks before the start of the workshop.

By completing this registration form, you indicate that you accept Cargill Cocoa & Chocolate's cancellation policy. All cancellations must be received two (2) weeks prior to the start of the workshop to receive a full refund. Any cancellations received after this date may result in a cancellation fee.

Signature: _____

Hotel reservations must be made directly with The Holiday Inn Express Hotel & Suites in Lititz; 101 Crosswinds Drive, Lititz, PA 17543; telephone 717-625-2366. Room rate is \$94 per night for either a king or a queen non-smoking room. Please mention that you are with the Cargill March Group.



What is your confectionery making experience, if any?

Do you currently have a confectionery business or are you considering opening one?

What made you decide to get into the confectionery business?

What are you hoping to learn at The Chocolatier's Workshop?
