



how to host a fair trade

CHOCOLATE TASTING

Create your own chocolate tasting lab and offer a delicious sensorial and educational experience for your friends, community group, classroom, church or buying club.



WHAT WILL YOU NEED FOR **YOUR TASTING?**

- Plates or bowls
- Paper towels or napkins
- Equal Exchange Chocolate Bars
- *Optional for tasting notes:* Downloadable [Placements \(Kids\)](#) and [Chocolate Tasting Forms \(adults\)](#) & Pencils. These free tools can be found at equalexchange.coop/ee-and-you/fundraising.chocolate

SET-UP

1. Break up the chocolate bars. Use the following trick to break the bars without even touching the chocolate: Remove the outer paper wrapper and while the chocolate is still inside the plastic wrapper, break along the lines. Tear open at the perforation, then pour the chocolate pieces onto a plate or bowl. Each bar breaks into 24 bite-sized pieces.
2. Pass out a paper towel to each participant.
3. Begin your tasting following the steps below. Remind your participants that tasting isn't about being right or wrong! We all have our own taste preferences and food memories to draw upon.

TASTE CHOCOLATE **LIKE AN EXPERT**

1. *Listen.* Before tasting, break your chocolate square in half. This is called the "snap". Good chocolate will have a loud snap.
2. *Smell.* Next, hold the chocolate up to your nose to notice any aromas present. Is it fruity? Nutty? Smokey? Are there other aromas?
3. *Taste.* Now for the part you've been waiting for! Take a bite of your piece of chocolate. Place it on your tongue and let it melt for a second. Slowly chew a few times, moving the chocolate around your mouth. What does it taste like? Do the flavors change as you eat the chocolate? Eat the rest of your piece and see what else you can identify. Think about the texture – smooth, grainy, creamy, or dry? What tastes does it leave in your mouth?
4. *Repeat!* Move on to the next chocolate in your tasting line-up and repeat.



TIP: It helps to start with the lowest cacao percentage, and build up to the darker chocolates or those with stronger flavors (like the Mint Chocolate) as the strong flavors will overpower others.



A SAMPLE SUGGESTED ORDER FOR FAIR TRADE CHOCOLATE TASTINGS

1. [Organic Milk Chocolate](#) (43% cacao)
2. [Organic Dark Chocolate with Almond Toasted Pieces](#) (55% cacao)
3. [Organic Very Dark Chocolate](#) (71% cacao)
4. [Organic Dark Chocolate Mint Crunch](#) (67% cacao)

Tips & Tricks

HOW DOES TASTING WORK?

- Learn to sense four basic tastes
- - - - **SWEET, SALT, SOUR** and **BITTER**

If your group seems to have trouble tasting, suggest they focus on only identifying these four basic tastes as they chew - for example, at first chocolate might taste sweet, then sour or tart (usually felt as a puckering on the sides of the mouth), and then ends with a bitter note (especially in bars with a higher cacao percentage).



AROMATICS

Anything else you can sense beyond these basic four tastes is “aromatics.” Try this fun trick with participants to test this theory:

- When tasting the [Organic Dark Chocolate Mint Crunch Bar](#), don't tell your participants what type of bar it is. Instead, keep the bowl or plate with the chocolate away from them. (It has a strong aroma, and you don't want to give away any hints.)
- Ask participants to hold their noses and keep them held tight as you pass out the chocolate.
- Then, ask them to place the chocolate in their mouth and chew 5 times before unplugging their nose.
- *What happens next?* They should get a rush of the cool mint flavor as soon as they unplug their noses. Before that, the chocolate will probably not taste like much, and will be a little gritty because of the mint crystals.



---- Don't forget! ----

A fair trade chocolate tasting is a perfect opportunity for you to educate about the inhumane labor conditions common in the conventional chocolate industry. Learn more about about chocolate at <https://blog.equalexchange.coop/child-labor-in-the-cocoa-industry/>.

equalexchange.coop/ee-and-you/fundraising.chocolate

Did your participants love your chocolate tasting and want more? Join together to make your own fair trade Buying Club and take advantage of lower wholesale case prices online when you buy together. There are 12 bars per case. Your group could buy cases of different varieties and share them! For details, contact our Customer Service Team at 774-776-7366.

Let us know how it goes! Share photos of your Chocolate Tasting event with Equal Exchange on [Instagram](#), [Facebook](#) and [Twitter](#).

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