



Adding value through GIs

Trinidad & Tobago: Where is it?



State of local cocoa industry

1. Over the past 100 years the cocoa sector in T&T has declined from 30,000MT to 500MT today
2. Oil & gas has been the primary source of income for T&T since 1950s
3. Over 90% of the food consumed in T&T is imported
4. Only 10% yield is achieved by approx 900 framers > less than 5 hectares per farm
5. There has been very little investment in Agriculture in T&T
6. The Trinitario bean is indigenous to T&T > over 100 varieties
7. Diversification and ForEx is a priority for the T&T

Who is TT Fine Cocoa Company?

- A public-private partnership – MoU TT Gov & private investors (foreign and local banks)
- **Core principles: Sharing/ training/ education/ standards**
- USD \$3m facility can produce 50MT per year and increase to 75MT by 2020.
- State-of-art equipment aimed at the premium chocolate/ cocoa market > regional & international



- **Sharing:** Growers can access the factory equipment and get advice on product development
- **Training:** We offer training courses to new-chocolatiers and chefs. We work with UWI and UTT on apprenticeships.
- **Education:** School trips and dissemination of our work.
- **Standards:** IDB cocoa standards project

MoU Core principles



The Stakeholders...



The Team



The Processing Facility, La Reunion



The Processing Facility, La Reunion



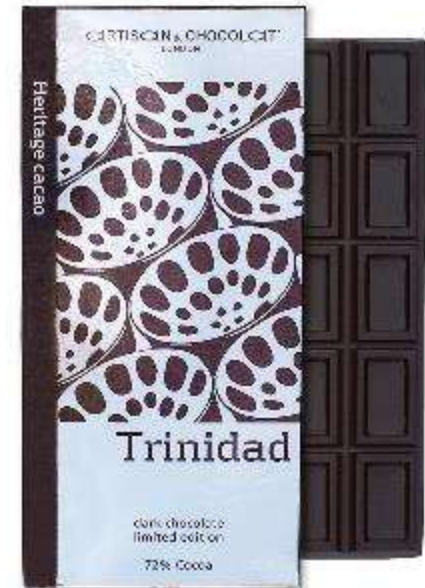
The Processing Facility, La Reunion



Product range



- **Cocoa nibs**
- **Cocoa mass**
- **Couverture**
- **Chocolate**
- **Cocoa butter**
- **Cocoa powder**
- **BESPOKE**



Chocolate 'steel pan' tins



Bars



Finished chocolates

TRINIDAD & TOBAGO'S FIRST AWARD-WINNING ARTISAN TRUFFLES



**Chai-Spiced
Pineapple & Rum**

*Chai-Spiced pineapple
jelly topping el dorado
12 year ganache*



**Banana & Tonka
Bean Caramel**

*Tonka bean infused
Banana caramel*



Located Upper Arcade of Trinidad Hilton.
Open Tuesday - Saturday | 10am - 6pm.

www.chocolateboxtt.com





TRINIDAD  TOBAGO
FINE COCOA COMPANY

Harrods

SELECTION 2018


TRINIDAD  TOBAGO
FINE COCOA COMPANY LTD

Harrods

- Launch 4 Trinidad 'single estate' in Oct 2018
- Luxury range/ co-branded – very rare.
- Significant PR opportunities for T&T cocoa global brand









TRINIDAD & TOBAGO

 FINE COCOA COMPANY LTD



TOBAGO

CARIBBEAN SEA



ATLANTIC OCEAN

Harrods is proud to launch four exclusive single-estate chocolates in partnership with the Trinidad & Tobago Fine Cocoa Company.

To increase the breadth of flavour profiles across the island, the cocoa beans for each chocolate have been sourced from four separate estates: La Reunion in the centre, Softwater in the northwest, Aripo in the northeast and Tableland in the south.

Harrods






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TRINIDAD TOBAGO
FINE COCOA COMPANY LTD

ESTATE: ORTINOLA



Set in the lush green Maricao Valley, amid the rainforest, of Trinidad's Northern Range, this historic estate has been producing cocoa since the 1830s. Created by colonial land grant in the late 18th century, it prospered greatly during the cocoa boom of the 1890s under the ownership of famous British confectioners Cadbury Brothers.

LOCATION:
Northwest (in the mountains of the Northern Range)

TASTING NOTES:
100% cocoa. Mellow and smooth on the palate, with tropical, yellow fruit notes and a subtle hay aroma.

Harrods





Growing opportunity in the cocoa sector

1. There is an increasing demand for cocoa globally
2. Fine flavour cocoa is currently 5% market share and increasing
3. Social media has allowed the consumer to learn more about the origin of their food
4. New processing technology has created 'semi-artisanal' producers to develop
5. Agro/ food-tourism is increasing (wine/ champagne/ whiskey tours)
6. Global economic downturn has created 'innovative' thinking
7. Wealthier economies look for 'unique' experiences – Premium markets

Key attributes for marketing:



TTFCC Marketing: Lessons learnt

1. It takes a long time to develop a relationship with buyers – 12 month
2. The USP is key > what makes your cocoa special? How do you demonstrate it?
3. Quality control is vital for the confidence of the consumer
4. There will always be a limit to price but there are 'niche' opportunities to be developed.
5. Education of consumers is growing in fine cocoa but there is a long way to go.



Improving Marketing and Production of
Artisanal Cocoa from **T** Trinidad and Tobago
IMPACT

www.ttfinecocoa.com/impact

Objectives:

- 1) Develop economic 'yield & quality' model for cocoa estates to help attract investment
- 1) Develop chain-of-custody and certification system
- 1) Improve marketing and promotion of T&T's single origin cocoa
- 2) Promote agro-tourism for the cocoa sector

Looking at WISPA for a regional mark



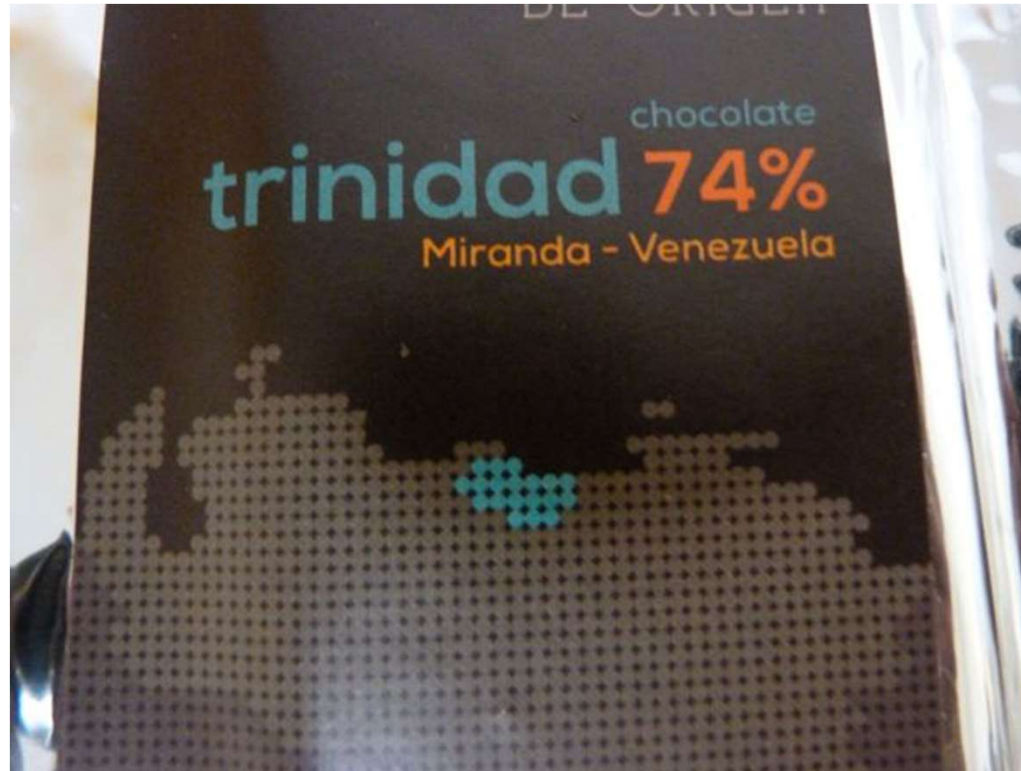
Learning from mistakes!



Learning from mistakes!



Consumer confusion?



Consumer confusion?



Next steps for TTFCC & TM/ IP

1. Protection of existing brand in other markets globally (Middle East, Far East, Asia)
2. Trademark regional brand – (WIFCO/ Hilton regional)
3. Trademark the IMPACTT ‘chain-of-custody’ system
4. Explore GI’s for cocoa producing regions
5. Product trademark – Steel pan tins/ Harrods-type boxes
6. Formulation trademarks – Tonka bean/ unique flavours from the region
7. Trade dress protection for the Hilton store – future outlets

Thank you

