

# CHOCOLATE CRAFT

THE ALRESFORD CHOCOLATE COMPANY

## LAUNCH YOUR OWN CHOCOLATE COMPANY!

### OVERVIEW

Combining an 'Introduction to Marketing' with an interactive, fun-filled day, this event challenges delegates to create and launch their own chocolate company. Teams are guided on how to develop a marketing and product strategy, including designing their own packaging. Additional training then comes from a professional chocolatier who instructs and supports the delegates in the creation of their own unique handmade chocolates. At the end of the day, each team pitches their company to potential 'investors' in 'Dragons Den' style!

**SUITABLE FOR:** Small or large groups looking for a fun but challenging business angle to their team building day.

**NUMBERS:** 15–150 delegates

**LOCATION:** Indoors

**DURATION:** 6 – 7 hrs



### TYPICAL ITINERARY

**Morning** After a short welcome and overview of the day each team will be set the challenge of planning and launching their own chocolate company. Using interactivity and group work, teams will be guided through the following areas:

**Identify your Target Market:** Who will buy the product and why?

**Branding:** Developing a brand which appeals to your target market.

**Positioning:** Recipe design and differentiating your product.

**Packaging Design:** Developing a design which will stand out.

**Distribution:** How will the product get to market?

**Pricing:** Setting a retail price and calculating margins

**Marketing:** Planning a marketing campaign



**Afternoon** After a relaxing lunch, teams regroup and learn the essential skills of chocolate making. Guided by a professional chocolatier, teams will produce their own unique recipes (in line with their target market and marketing strategy) and create a range of handmade chocolates. Finally, chocolates are placed in the designed packaging and in true 'Dragons Den' fashion, each team will pitch their company, brand and product offer to potential 'investors'. With a hamper for the winning team, the day reaches an exciting conclusion – but with chocolates to take away no-one leaves empty handed!

**KEY SELLING POINTS:** A unique experience – chocolate making with a business angle  
Interactive and flexible  
Not weather dependent.  
Suitable for all ages and enjoyed by both men and women

## **WHATS INCLUDED:**

Facilitator for marketing/branding session  
Professional chocolatiers and assistants  
All equipment  
Packaging, boxes and ribbon  
All premium ingredients for high quality chocolate production  
Prizes

## **WHAT WE NEED:**

Flip chart for each team with paper  
Projector, beamer and screen  
Hand washing facilities near to room  
Refrigeration (space dependent upon size of group)  
Enough table space for everyone to work comfortably  
Chairs for all delegates  
2-3 additional tables for ingredients, chocolate melting pots  
Electrical points  
A cool room – ideally air conditioned  
½ - 1 hr set up time – depends on numbers

**PLEASE CALL US FOR A QUOTATION**

## **FOR FURTHER INFORMATION CONTACT:**

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