



# 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. He spent 10 years working for Nestle USA in various capacities before joining Peter's Chocolate as a District Sales Manager in 1995. Joe is currently on the instruction team for the RCI Candy School and RCI Chocolate Boot Camp, and has assisted with multiple seminars at the Philadelphia Candy Show.

**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 6 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: \$800

FOR WORKSHOP DATES or TO REGISTER, call 717.626.3246 or email [chocolate@cargill.com](mailto: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](http://www.cargill.com) for more information.

© 2009 Cargill, Incorporated All Rights Reserved



The Chocolatier's Workshop Registration Form  
Cargill Cocoa & Chocolate Headquarters  
Lititz, Pennsylvania  
September 27 – 29, 2010

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 September 10, 2010.** 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 27th
- Course materials
- Chocolate and supplies for candy making

*Cost is \$800*

*You will be contacted for credit card information within two weeks of 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; fax 717-625-2369. Room rate is \$94 per night for either a king or a queen non-smoking room. Please mention that you are with the Cargill September 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?

---

---

---

---

---