

The 28<sup>th</sup> February 2019

Erasmus Project



## The keys to marketing Chocolate!!



Beethoven has no secrets for you today. He was German, had the nicest character, was and is the biggest composer of the world and loved good things. Chocolate was one the favorite drinks in the 19 th century. I propose today to discover **all the mysteries of chocolate**.

### The objectives of the session:

- Identify the origins and major steps of chocolate making
- Locate the different chocolate producing countries on a world map
- Carry out the sensory analysis of the different chocolates
- Make the recipe for a hot chocolate

### What about you?

- \*Have you ever eaten **Chocolate**?
- \*What **color** is Chocolate?
- \*Which is your **Favorite**?
- \*What are the different ways of **eating** Chocolate?
- \*How do you make **Chocolate**?

### 1. Identify the origins and major steps of chocolate making

a. Read the story and answer the questions

#### The history of Chocolate

The Aztecs made a special drink from cacao beans. The mixed cacao with vanilla, black pepper and honey. Then they poured the drink from height so it had foam. The drink wasn't very sweet, and the Aztecs called it Cacahuatl or "bitter water". Only the king and the nobles drank Cacahuatl. Some people say that the Aztec king Moctezuma II drank 50 cups of Cacahuatl a day.

When Hernan Cortés came to Mexico, Moctezuma gave him a golden cup full of this precious drink. Hernan Cortés took three chests of cacao beans back to Spain with him in 1528. At first, nobody liked the strange drink. Someone added hot water and sugar to the cacao beans and this drink became popular.

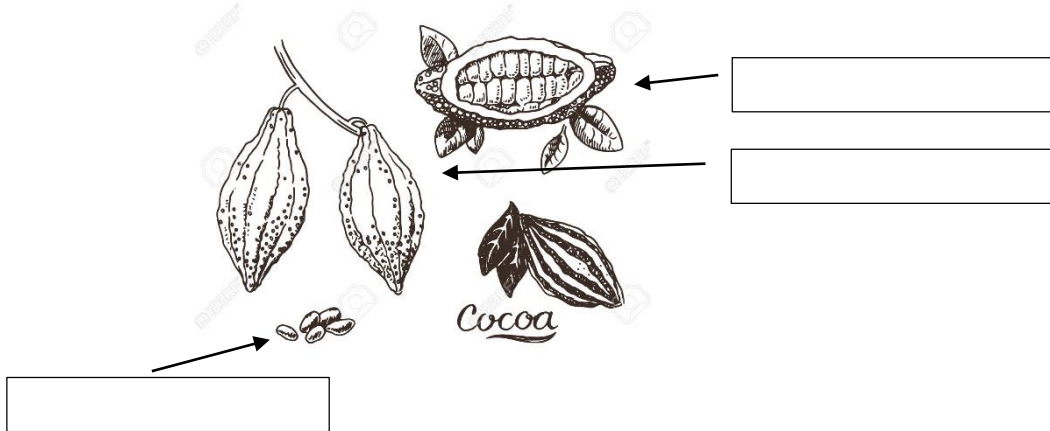
By the 1700s, there were chocolate shops in many European cities. Chocolate was very expensive. Only rich people could buy it. In the early 1800s, a doctor in England invented a new chocolate recipe. He added milk instead of water to the mixture of sugar and cacao. Children started drinking hot chocolate, and it became even more popular.

1. What did the Aztecs mix with the cacao?  
.....
2. What was the drink called?  
.....
3. Was the drink sweet?  
.....
4. Who did Moctezuma II meet?  
.....
5. How many chests did Hernan Cortés take to Spain?  
.....
6. What did the Spaniards add to the recipe?  
.....
7. What did an England doctor add to the recipe?  
.....



b. From the video "**Where does Chocolate come from**", determine the steps of making chocolate

- Complete before the plan of the cocoa fruit



- After translating, put in order the key verbs of the elaboration of the **chocolate** (to ferment; to roast; to scoop out; to dry; to remove the pod, to grind)

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....

- Locate and mention the different **chocolate producing countries** on a world map

.....




**Test something special:** How is it?

.....



2. Carry out the sensory analysis of the different chocolates

Sensory analyze three types of chocolate and find the adjective that qualify and quantity it

Descriptor element ( 1 to 5- Intensity)	White chocolate 	Milk Chocolate 	Dark chocolate 
<b>Brown</b>	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
<b>Bright</b>	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
<b>Bitter</b>	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
<b>Sweet</b>	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
<b>Fruity</b>	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
<b>Vanilla</b>	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
<b>Fatty</b>	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
<b>Ingredients</b>			

**3. By group of 4, make the recipe for a hot chocolate**

	<b>1. Maya Chocolate: The Xocoalt</b>	<b>2. The first European Chocolate</b>	<b>3. The Healthy Chocolate</b>
<b>Ingredients:</b> The type of chocolate:			
<b>Materials used:</b>			
<b>What is the particularity? What about the history?</b>			
<b>What can we say about it?</b>			

