



*The*  
*Divine*<sup>TM</sup>  
*Guide to Chocolate Tasting*

# The Divine™

## Guide to Chocolate Tasting

Welcome to the wonderful world of chocolate tasting that is simply Divine! Everybody loves chocolate but many of us eat it without really tasting all the flavours and experiencing the textures.

This booklet takes you through a step by step guide to tasting chocolate to introduce you to the diversity and subtleties of the different flavours. It's a great way to find out more about chocolate on your own - but also fun as a theme for a chocolate tasting party to share with your friends and family - read on to find out how.

### Contents

- |        |                             |         |   |
|--------|-----------------------------|---------|---|
| Page 2 | Introduction,               | Page 10 | More about flavour notes,               |
| Page 3 | The Divine Chocolate Story, | Page 12 | Organising your Divine chocolate party, |
| Page 4 | All about cocoa,            | Page 13 | Divine and wine,                        |
| Page 5 | From bean to bar,           | Page 14 | Adinkra symbols,                        |
| Page 6 | Tasting chocolate,          | Page 15 | Tasting mat                             |
| Page 8 | Divine flavours,            |         |   |
| Page 9 | Flavour wheel,              |         |   |





# The Divine™ Story

CHOCOLATE

The flavour and texture of Divine - whether it is the smooth, creamy milk chocolate; the rich, intense dark chocolate with 70% cocoa solids; or the silky vanilla white chocolate - has been designed to bring out the very best from the quality cocoa sourced from Ghana in West Africa.

The cocoa trees are grown on smallholder farms in the shade of the tropical rainforest. The beans are then handpicked, fermented and carefully dried in the sun to ensure the quality of the chocolate is maximised. Divine is made with the 'best of the best' Fairtrade cocoa beans (or Pa Pa Paa as they say in Ghana) grown by a co-operative of 45,000 Ghanaian cocoa farmers called Kuapa Kokoo. In addition to the cocoa, Divine is full of only natural ingredients, and made into an exciting variety of flavour combinations.

It was back in 1997 that, in order to ensure a sustainable future for their families and farms, the members of Kuapa Kokoo voted to start their own

chocolate company. A year later Divine Chocolate Limited was launched in the UK with the help of Twin Trading, the Body Shop, Christian Aid and Comic Relief with Kuapa Kokoo owning a third of the company. In the years that followed Divine Chocolate captured the minds, hearts and tastebuds of chocolate lovers in the UK. Then in 2006, The Body Shop donated all their shares to Kuapa Kokoo giving the farmers a major shareholding of 45% in the company.

Receiving the Fairtrade price for their cocoa beans means the farmers can invest in their community and education projects, while company ownership not only delivers additional income but also gives farmers influence over their own chocolate business. The farmers take great pride in the chocolate company they co-own, and you can be sure that while you enjoy every melting mouthful of Divine, you are also supporting a long term trading relationship which is empowering cocoa farmers to have a voice in the chocolate market and work their way out of poverty.

*Owned by cocoa farmers, made for chocolate lovers*

# All about Cocoa



**Just as there are different varieties of grapes and coffee, there are also different types of cocoa trees. They grow in different locations and conditions and have different characteristics which contribute to the flavour, colour and quality of the finished chocolate. At Divine we use best quality Forastero cocoa beans from Kuapa Kokoo in Ghana.**

That's good business!

## *Forastero* (80 - 90% of world production)

The word Forastero means foreigner or stranger and originates from the Upper Amazon region in South America. Forastero cocoa trees grow in Ghana, Ivory Coast and the Cameroon.

Main characteristics of Forastero: Hardy tree which produces large yields. The cocoa pods have a thick peel and a coarse, strong aroma. This cocoa forms the base ingredient in most chocolates.

## *Criollo* (1 - 5% of world production)

The term Criollo is from Creole, meaning native, authentic and indigenous. Criollo grows in Mexico, Nicaragua, Guatemala and Venezuela as it has for over 3000 years ago. It is also found in Colombia and the Caribbean islands including

Trinidad, Jamaica and Grenada. Main characteristics of Criollo: Slightly bitter but not unpleasant. Aromatic, mildly astringent, low tannin. Pale colour giving chocolate a reddish tinge.

## *Trinitario* (10 -15% of world production)

Trinitario cocoa is from the island of Trinidad and is a cross between the Criollo and Forastero cocoa bean. After the cocoa plantation on the island was almost destroyed in the eighteenth century, the two varieties were crossed. Trinitario trees are now grown wherever Criollo is found in Dominican Republic, Haiti, Cuba as well as Java, Papua-New-Guinea, Sri Lanka and Cameroon. Main characteristics of Trinitario: Trinitario is halfway between the two other categories in every respect.



# *From Bean to Bar - How chocolate is made*

## **Harvesting**

Cocoa pods grow on trees – and are the size of a small rugby ball. When they are perfectly ripe, the pods are cut down by hand using machetes and hooked knives on the end of long poles.

## **Fermenting**

Once cut down the pods are gathered and farmers help each other splitting open the pods and extracting the beans. The dark brown beans are covered in a sweet white pulp which tastes rather like lychees. Once the beans are collected they are wrapped in plantain leaves. Here the fermentation process starts which is a vital step in developing the cocoa beans' 'aromatics'. It's important this process lasts for 5-8 days to ensure maximum flavour development.

## **Drying**

The fermented beans are then spread out on large tables in the sun and turned regularly to ensure they dry evenly and do not stick together. The drying process takes about 5-12 days and in this time the moisture content is reduced from 60% to less than 8%. The beans are then packed into jute bags and stored in ventilated warehouses.

The beans are then shipped to Europe, where the dry, hard cocoa beans are transformed into scrumptious, luxuriously melting chocolate.

## **Cleaning and roasting**

The beans are sorted, cleaned, then roasted at between 120°C - 149°C. The roasting develops the colour and is the second stage in the development of the chocolate flavour that began during fermentation on the cocoa farm.

## **Crushing and grinding**

After roasting, the beans are crushed to release the internal "nib" from the shells. They are then winnowed to blow the shell fragments away. The nibs are then ground into a thick brown liquid called cocoa mass. This is made up of rich cocoa butter (55-60%) with fine cocoa particles suspended in it. The cocoa mass is then heavily pressed until it is separated into cocoa powder and cocoa butter. The cocoa powder can then be used in chocolate drinks, confectionary and cooking.

## **Conching and tempering**

Cocoa butter and cocoa mass is combined in varying proportions and sugar, and milk for milk chocolate is added. This mixture is then stirred continuously over several days in a process called conching which gives the finished chocolate its smooth, silky texture. It is then cooled slowly, whilst it is still moving in the machine. This is called tempering. The resulting mixture is called couverture and forms the basis of most finished chocolate products. It can then be moulded into chocolate bars, poured over individual confectionary items, shaped into eggs and used in ice cream.

*Owned by cocoa farmers, made for chocolate lovers*

# Tasting Chocolate

Here are some notes on how to taste chocolate and what you should be looking out for:

## *Appearance*

Look at the appearance of the chocolate. Chocolates vary in colour from rich reds and coppers to dark browns. This is not necessarily a sign of quality and it is a common myth that darker chocolate is always better chocolate. Look at the appearance of the surface - is it glossy, shiny, dull, mottled, waxy, discoloured? Does the edge have an even colour and fine grain, or is it coarse, or crumbly? You may want to compare all the samples before continuing.

## *Touch*

It should feel silky, not sticky, waxy or gritty and should just begin to melt to the warmth of your finger.

## *Sound*

Take a piece and break it - it should snap cleanly. The lower the cocoa content the less snap.

## *Aroma*

Take a small piece and let it melt between your forefinger and thumb, cup your hands round the chocolate and then smell. Like wine tasting there are many associated aromas and you can start to recognise them and decide which you like most. Is the aroma intense or faint? Rich? Sweet? Earthy? Nutty? Is it floral, fruity? Do you smell dairy, caramel or malt, toasted nuts, coffee, dried fruit or hints of tropical fruit, wine, flowers, or wood?





### *Mouthfeel*

Put the first piece in your mouth and pinch your nose. Pinching your nose lets your tongue and mouth isolate the chocolate. Most taste buds are on the front of the tongue, which is where you should start tasting the chocolate. It should be smooth and buttery, gently dissolving into a creamy liquid filling the mouth with its complexity of flavours.

The main points to look out for in chocolate are firstly the hint of flavours and how long these last; ideally the flavours should steadily rise and linger rather than a “hit and run” effect. Also, the finest chocolate will produce a series of flavours, so creating a full and varied flavour profile from the first taste to the finish, rather than one level of flavour and nothing more.

### *Flavour*

The basic flavours are acidity, bitterness, sweetness and astringency. Is the chocolate too sour or sweet? Is the acidity just enough to assist any fruitiness or is it too overpowering? A good chocolate will be a well balanced sensation of flavours.

Release your nose. Continue to allow the chocolate to melt slowly on the tongue. Be aware of all the tastes, how the chocolate feels in your mouth, its texture (smooth, gritty, fatty) and how the aromas/flavours develop and change in the mouth/nose as time passes.

### *Aftertaste*

You want the flavour to linger for several minutes (good chocolate can linger for up to 45 minutes) with a clean aftertaste and no residue; and certainly should not be over-poweringly sweet.

*Remember, nothing is wrong; everyone's palate is different.*

Note the smoothness, the textures, contrast between sweet and tart, and hints of other flavours that you can detect.

**Drink water at room temperature between samples to cleanse the palate and try again.**

*Owned by cocoa farmers, made for chocolate lovers*

## *Use this table to identify the flavours you taste in Divine chocolates*



### *Divine White Chocolate*

While white chocolate lacks cocoa liquor, it includes the milk and vanilla used in milk chocolate. These ingredients give it a variety of sweet flavour notes, including cream, milk, honey, vanilla, caramel and/or fruit.



### *Divine White Chocolate with Strawberries*

Perfect summer's day combination of tart strawberries with a cream flavour. Notes including milk, honey, vanilla, caramel.



### *Divine Milk Chocolate*

Creamy with malt. Prominent flavours include brown sugar, cocoa, vanilla, honey, caramel, milk, cream with hints of malt.



### *Divine Milk Chocolate Hazelnut*

Prominent flavours include brown sugar, cocoa, vanilla, honey, caramel, milk, cream combined with fresh and crunchy sweet hazelnuts.



### *Divine Milk Chocolate Orange*

Prominent flavours include orange, brown sugar, cocoa, vanilla, honey, and caramel, milk, cream and fruit.



### *Divine 70% Ginger and Orange Dark Chocolate*

Prominent flavours include smooth, velvety intense, richly-flavoured dark chocolate, ginger, orange. Notes include, earthy, woody.



### *Divine 70% Dark Chocolate with Raspberries*

Intense, richly-flavoured dark chocolate, fruity, earthy, woody, not bitter, bursting with the hearty, robust taste of sharp raspberries.



### *Divine 70% Mint Dark Chocolate*

Intense, richly-flavoured dark chocolate, fruity, earthy, woody, combined with the sweet refreshing taste of freshly picked mint.



### *Divine 70% Dark Chocolate*

Smooth velvety intense, richly-flavoured dark chocolate, fruity, earthy, woody, not bitter.

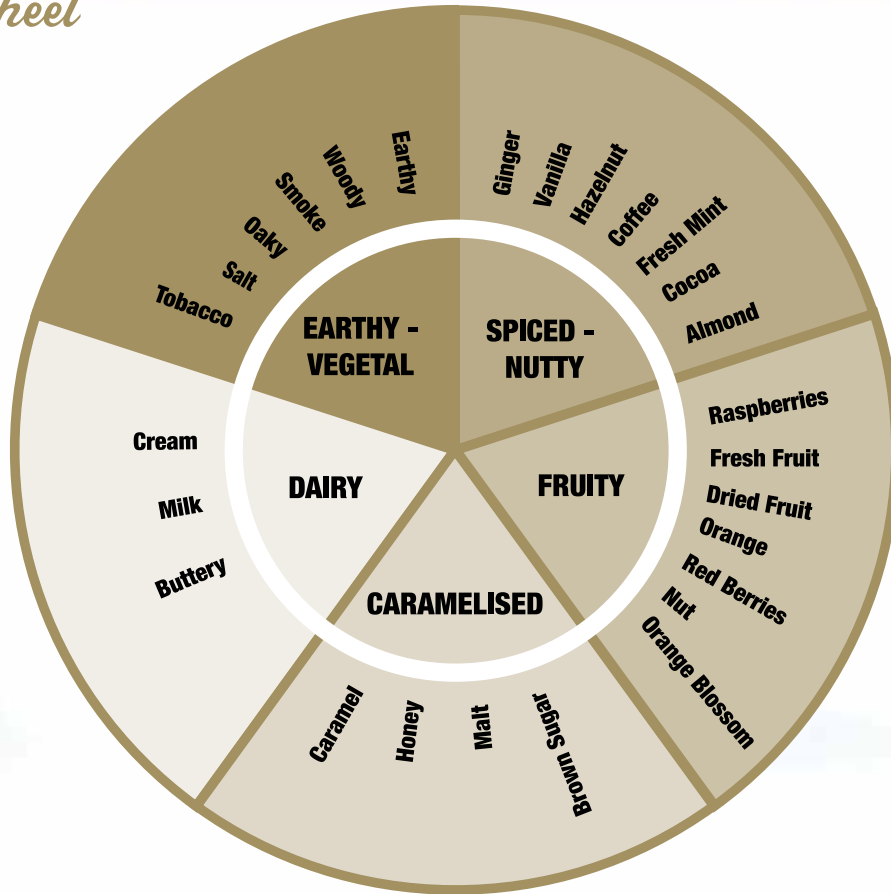


### *Divine 85% Dark Chocolate*

Smooth very intense, richly-flavoured dark chocolate, fruity, earthy, oaky. Slight notes of red berries, salt, smoke.



# Flavour Wheel



*Owned by cocoa farmers, made for chocolate lovers*

## More about Flavour Notes

<i>If you experience:</i>	<i>It may be a result of:</i>
<i>Acidity (low)</i>	<ul style="list-style-type: none"><li>• Proper length of conching, which varies, allows acidity to evaporate</li></ul>
<i>Acidity (high)</i>	<ul style="list-style-type: none"><li>• Short fermentation</li><li>• Cocoa grown in highly acidic soils. Soils with low phosphorous levels and higher amounts of iron and copper salts</li><li>• Drying too fast stops the chemical reactions started in fermentation and prevents the escape of part of the remaining acids and tannins in the bean, resulting in acidic and astringent flavours. Artificially dried beans may also be more acidic as the drying time is shortened</li></ul>
<i>Astringency</i>	<ul style="list-style-type: none"><li>• Germinated beans can cause this</li><li>• Drying too fast - as above</li></ul>
<i>Bitterness</i>	<ul style="list-style-type: none"><li>• Short fermentation. This may be due to a result of lack of knowledge or some mass market companies do this purposely to save time &amp; money</li><li>• Fermenting different types of beans together can cause over-fermenting of one type and under-fermenting of another</li></ul>
<i>Blandness</i>	<ul style="list-style-type: none"><li>• Too much conching can decrease some flavours</li><li>• Too much cocoa butter</li><li>• Possibly the result of deodorizing cocoa butter. This involves passing steam through the butter which is under a vacuum. While removing off-flavours it can also remove desirable flavours</li></ul>

<i>Burnt rubber</i>	<ul style="list-style-type: none"> <li>• Use of unfermented beans</li> <li>• Artificial drying methods</li> </ul>
<i>Caramel flavour</i>	<ul style="list-style-type: none"> <li>• Considered desirable, it is brought out by proper roasting, which varies by bean type</li> </ul>
<i>Cardboard flavour</i> <i>Creaminess</i>	<ul style="list-style-type: none"> <li>• May be transferred from packaging</li> <li>• Use of an emulsifier such as lecithin</li> <li>• Added cocoa butter</li> <li>• Long conching period</li> </ul>
<i>Earthy notes</i>	<ul style="list-style-type: none"> <li>• Considered desirable, enhanced by proper roasting, which varies by bean type</li> </ul>
<i>Floral notes</i>	<ul style="list-style-type: none"> <li>• Considered desirable, enhanced by proper roasting, which varies by bean type</li> </ul>
<i>Fruity flavours</i>	<ul style="list-style-type: none"> <li>• Varies by bean type - a number of different fruit flavours may be detected</li> </ul>
<i>Grainy texture</i>	<ul style="list-style-type: none"> <li>• Conching was not adequate</li> <li>• Chocolate not tempered properly</li> </ul>
<i>Grassy odours</i>	<ul style="list-style-type: none"> <li>• Beans stored under humid conditions may absorb the odour of the bag they are kept in</li> </ul>
<i>Ham</i>	<ul style="list-style-type: none"> <li>• Smoke from drying the beans over wood fires (regions that harvest a lot of cocoa during rainy seasons or cloudy weather often use artificial drying methods to decrease moisture)</li> <li>• Over fermentation</li> </ul>

## Organising your Divine chocolate party



- Read through this booklet to give yourself a quick background in chocolate tasting
- Invite as many people as you like.
- Download a tasting mat, flavour wheel and guide to the flavours in Divine for each person from [www.divinechocolate.com/tasting](http://www.divinechocolate.com/tasting)
- Ensure your chocolate is at room temperature.
- Put out some jugs of water and glasses (it's nice to add pieces of lime or a little lime cordial too). Make sure the water is room temperature.
- Limit yourself to around five different chocolates. Allow roughly two squares per person. Any more will give you tasting fatigue.
- Hand out the tasting mats, flavour wheels and Divine flavour guides to everyone.
- Tell the amazing story of Divine before the tasting starts!
- Organise your guests around a table or sitting in a circle. Hand out the pieces of chocolate so everyone has them on their tasting mat NB Break the bar up while still in the wrapper to avoid melting chocolate in your hands. It is a good idea for everyone to taste the chocolate at the same time.
- Go round the room with each person saying what their favourite type and flavour of chocolate is and why.
- Start tasting with the lightest variety (white) and finish with the darkest.
- Give everyone a glass of water to cleanse their palate in between flavours.
- As each flavour is being tasted your guests can write down their taste sensations. Discuss what you all think – does the flavour and texture work with the base chocolate?
- Encourage your guests to ask more questions about Divine, cocoa and where it comes from, and the flavours – you should be able to find most of the answers in this booklet
- Which is the most popular flavour?  
Send us your feedback at [www.divinechocolate.com/tasting](http://www.divinechocolate.com/tasting)





## *Divine and Wine*

**Another fun idea with friends is to organise a chocolate and wine evening where you partner Divine chocolate with different wines.**



Here are a few rules when pairing wine with chocolate.

- The wine should be at least as sweet, if not a touch sweeter, than the chocolate you are serving it with. Otherwise, the taste may quickly veer towards sour.
- Pair chocolates with lower cocoa contents (white and milk) with lighter-bodied wines, for example white chocolate with a soft fruity white wine.
- The stronger the chocolate, the more full-bodied the wine should be. For example, a dark chocolate tends to pair well with an intense wine such as California Zinfandel.

- The key to pairing any red wine with chocolate is fruit, not tannin. So you should find very obvious dark fruit flavours and resolved (certainly not bitter) tannins.
- Work from light to dark – begin with the more subtle white chocolates and end with the dark chocolate flavours.
- Dessert wines don't really stick to any "rules". Champagnes go well with almost any type of chocolate even white, while Port and Sherry are best suited to dark chocolate.

**Look out for more taste matching notes – with wine, tea and whisky and more at [www.divinechocolate.com/tasting](http://www.divinechocolate.com/tasting)**

# Adinkra Symbols

Have you noticed the intriguing pattern of symbols you can see all over Divine packaging? These are Adinkra symbols, traditional West African motifs which appear on crafts and fabrics all over Ghana, each with its own meaning. When the brand was redesigned in 2007 it seemed appropriate to use the symbols to decorate yet another carefully crafted product from Ghana! The new design was very popular with the farmers of the Kuapa Kokoo cooperative - they feel that Divine, the brand they co-own, is proudly displaying its Ghanaian roots.

The names and meanings of the Adinkra symbols on the Divine packaging are presented below in Twi, the local Ghanaian language, and translated into English. Is there one that you think is just right for you?



Visit [www.divinechocolate.com](http://www.divinechocolate.com) to find out more about the symbols and download a screensaver featuring your favourite.

# Divine™ *tasting notes*

## CHOCOLATE

Place chocolate on circles. Start with the least intense (eg white chocolate) and work your way up to the highest cocoa content. Use the flavour wheel and tasting chart to guide you. Note down all your observations and build up your 'chocolate vocabulary'.

Chocolate	Appearance	Aroma	Snap	Texture	Melt	Flavour	Finish
Variety Cocoa content Added flavours/ ingredients	Appearance of the chocolate surface	Which aromas can you detect when smelling the chocolate?	Is there a clear crisp snap when you break the chocolate (Dark chocolate only)	Once broken does the edge have an even colour and fine 'grain'?	Describe how the chocolate melts in your mouth. With a slow start or quickly.	A good chocolate will be a well balanced sensation of flavours. Is there a succession of different flavours?	Does the flavour last and change over time - what flavour do you end with?



*Join us!*

For more about the delicious range of Divine chocolates and the amazing story behind the company visit [www.divinechocolate.com](http://www.divinechocolate.com).

You'll find fabulous chocolate recipes, competitions and events. You can sign up for the Divine newsletter to get advance news of all our new products and some exclusive offers.

*Follow Divine on Twitter at* <http://twitter.com/divinechocolate> *and Facebook at* [www.facebook.com/divinechocolate](http://www.facebook.com/divinechocolate)

*or the Divine blog at* <http://divinedelights.wordpress.com>

*Divine Chocolate Limited*

4 Gainsford Street, London SE1 2NE Telephone 0207 378 6550

*[www.divinechocolate.com](http://www.divinechocolate.com)*

RRP  
£5.00