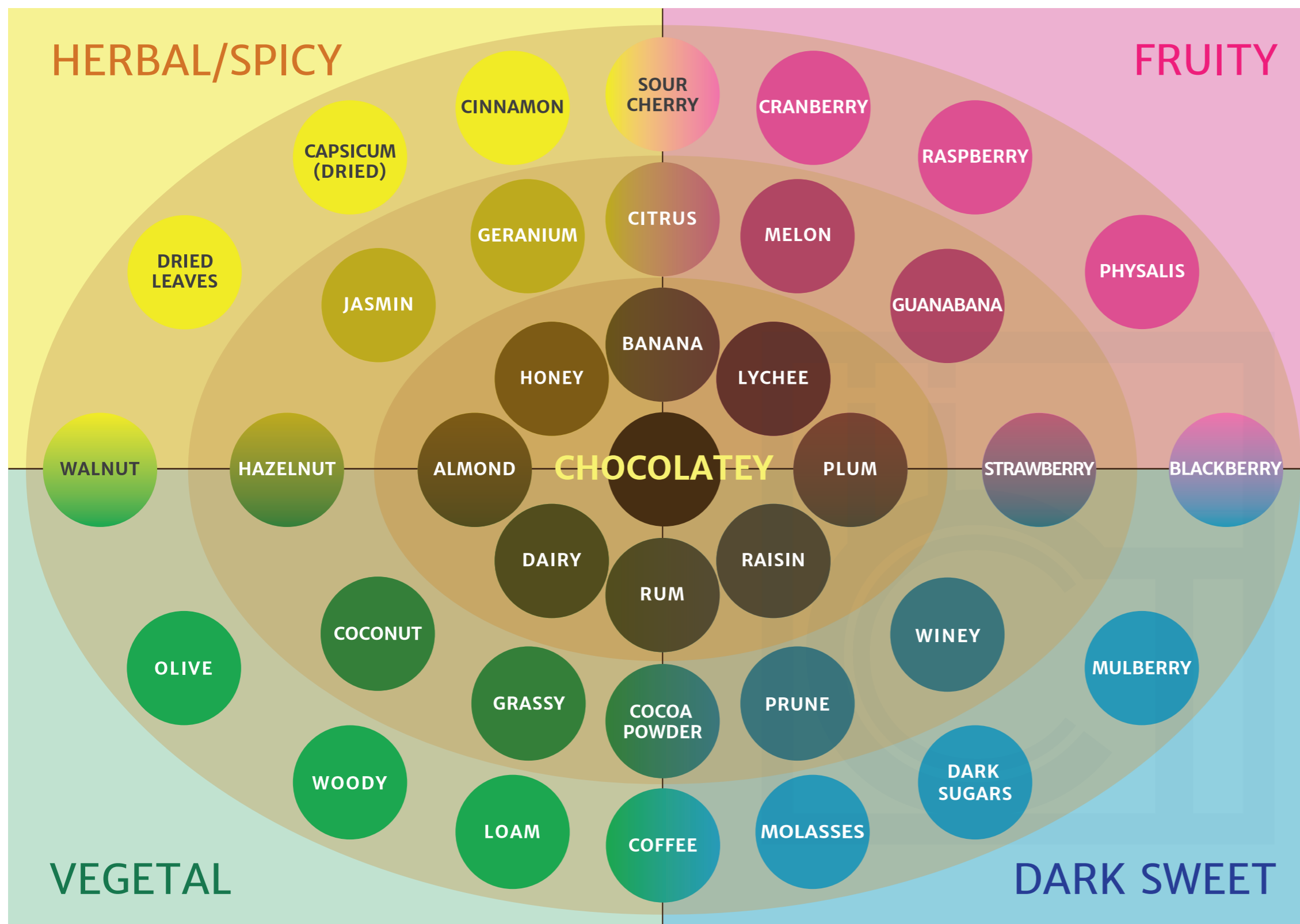


Chocolate and Cacao Flavor Profile Map



Slow chocolate

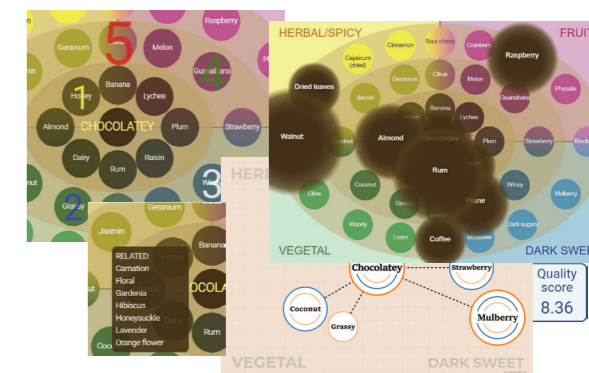
One reason we enjoy chocolate so much is the magic “melt in the mouth” feeling we get when the cocoa butter in chocolate melts, helping to deliver the flavor notes.

If we eat chocolate too fast, the nuanced flavor notes won't fully develop. So take your time, don't munch!

Interactive map

The map on this sheet is just one part of the Institute's Flavor Profiling System, presented here as a useful introduction to chocolate and cacao flavor and the Institute's profiling system. Our system is best used interactively online, where you can create your own profiles or work with tasting groups to produce flavour profiles and global quality scores for any sample, using hundreds of related flavor points.

Find out more and sign up at www.seventypercent.com

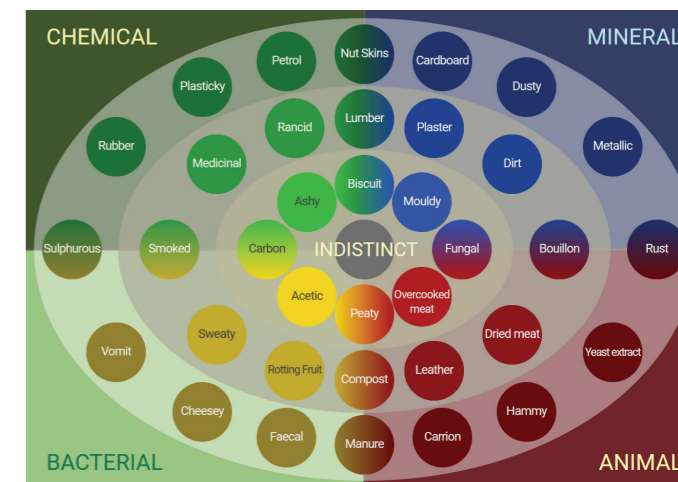


Defect notes

Identifying positive notes is only one part of the story when understanding flavor in chocolate and cacao.

Unfortunately, many negative and unpleasant notes can be found in badly processed cacao or chocolate.

Our defect map is the 'evil twin' of the positive map and is used in our online system to help identify some common problems.



About the Institute

The International Institute of Chocolate and Cacao Tasting works to create an understanding of fine chocolate and cacao through a structured sensorial approach to chocolate tasting and a standardised curriculum of courses in tasting and other related professional subjects.

The Institute is an accredited learning center in the United Kingdom and has schools and courses in Europe, the Americas and Asia. Find out more on our website:

www.chocolatetastinginstitute.org

A chocolate and cacao flavor map based on how we taste

We created our Flavor Profile Map because we wanted a more logical and intuitive visual representation of the nuanced flavor notes that can be found in craft chocolate and fine origin cacao. Previously, flavor maps, diagrams or wheels used for chocolate or cacao have typically used an ad-hoc layout, often with a limited or personal set of flavor points.

The points in our map are positioned based on our model of how the brain tastes chocolate, which we recreated using a neural network and then analysed the results using a principal component analysis -

a statistical tool to display complex data in a useful way. The flavor points shown represent the 'archetypes' we hold in our brains of our built-up memory of each flavor. Each point on the map is positioned according to the common flavor-creating chemical components shared with its neighbours.

Our goal is to create a standardized approach to understanding fine flavor in cacao and chocolate that is intuitive and reflects the way we taste, and never forgets that eating chocolate is about pleasure.