

# CHOCOLATE MAKERS FORUM 2025

WEDNESDAY 5<sup>TH</sup> - FRIDAY 7<sup>TH</sup> FEBRUARY 2025

BEURS VAN BERLAGE, AMSTERDAM



**The Chocolate Makers' Forum is not just an event;  
it's a melting pot of ideas, innovation and collaboration.**

# INTRODUCTION

CHOCOLATE MAKERS FORUM 2025

## Chocoa 2025: Chocolate Makers Forum

**Dates:** February 5-7, 2025

### Craft Chocolate Evolution: Navigating Crisis, Compliance, and New Opportunities in Tourism, Marketing, and Private Labels

The Chocolate Makers Forum 2025 at Chocoa brings together industry professionals, chocolate makers, and experts to discuss the latest challenges and opportunities in the world of craft chocolate. With panels featuring expert speakers and interactive sessions designed to provide practical tools and insights, this year's forum will focus on topics essential to driving sustainability and maintaining quality in the cocoa industry.

Join us for three days of learning, networking, and discovery!

#### Day 1: Wednesday 5th February 2025

Time	Session	Title
16:00 – 17:00	Opening & Networking	Unlocking Opportunities: White Label Chocolate Production
17:00 – 19:00		A Toast to Craft Chocolate

#### Day 2: Thursday 6th February 2025

Time	Session	Title
13:00 – 14:15	1 - Panel	EUDR Navigating the EUDR, Practical Steps for Compliance
14:30 - 15:30	2 - Interactive	Social Media Mastery
16:00 - 17:30	3 - Panel	Quality in Crisis: Overcoming Climate, Cost, Politics and Supply Challenges

#### Day 3: Friday 7th February 2025

Time	Session	Title
13:30 - 15:00	4 - Interactive	European Craft Chocolate Distributors: Understanding the Path to Market
15:00 - 17:30	5 - Panel	Tourism with a Taste: Leveraging Sustainable Cocoa Tourism

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# DAY 1: Wednesday 5<sup>th</sup> February

## CHOCOLATE MAKERS FORUM 2025

### 16:00 **Private label Networking – “Unlocking Opportunities: White Label Chocolate Production”**

**Location:** Grote zaal, Beurs van Berlage, Amsterdam

Unlock new business opportunities and connect with potential clients in this session designed for chocolate makers interested in producing private label products. Whether you're already creating customized chocolate for other brands or looking to expand into the white label market, this session offers valuable insights into how to build successful private label partnerships. Learn the key benefits, infrastructure needs, and business models behind white label production, plus expert tips on attracting clients, setting pricing, and avoiding common pitfalls. Gain practical advice from industry experts, explore current trends, and hear real-world experiences who have successfully navigated the white label business. You'll also have the chance to network with potential buyers, distributors, and collaborators. This session is ideal for chocolate makers, retailers, and brand representatives interested in the growing white label market and seeking to grow their business through custom chocolate solutions.

### 17:00 **Reception - "A Toast to Craft Chocolate"**

**Location:** Graanbeurszaal, Beurs van Berlage, Amsterdam

Chocolate Makers Forum starts with an exclusive soft opening at the iconic Beurs van Berlage. This event, open only to forum ticket holders, begins with an inauguration toast right after the Private Label session. It's the perfect opportunity to network in a relaxed setting with fellow chocolate makers, potential clients, and collaborators. This intimate gathering sets the stage to create early connections and fruitful collaborations throughout the week.

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# DAY 2: Thursday 6<sup>th</sup> February

CHOCOLATE MAKERS FORUM 2025

**Location:** Berlagezaal, Beurs van Berlage, Amsterdam

## 13:00 **Session 1:** EUDR - Navigating the EUDR, Practical Steps for Compliance

This EUDR session will guide chocolate makers and stakeholders within the cacao supply chain in navigating the EU's new Deforestation Regulation (EUDR) and its traceability requirements for cocoa. Attendees will receive practical insights into EUDR's impact on producer countries, learn to integrate ESG systems for compliance, and develop due diligence processes to ensure cocoa products remain eligible for EU import. Through examples and case studies, participants will get the insights into what they need to know to comply with the EUDR.

### Topics

- Compliance timelines
- Cost-effective traceability tools
- Actionable steps to create an EUDR-compliant sourcing process
- Expert advice to support ongoing compliance efforts.

## 14:30 **Session 2:** Social Media Mastery

Led by an industry expert on social media, this interactive session equips craft chocolate makers with the insights and tools they need to thrive on social media. With her extensive knowledge of the chocolate industry and a passion for sharing craft chocolate knowledge, she has built a loyal following by sharing the best of what the craft world has to offer. In today's digital landscape, a strong social media presence is essential for growing a brand and engaging customers, and her expertise makes her the ideal guide for enhancing social media impact. This session will dive into proven strategies for effectively showcasing your chocolate's unique story, building a loyal audience, and maximizing reach on the right platforms. We'll cover everything from crafting compelling content to understanding analytics and using time-saving tools, ensuring you leave with practical skills to elevate your brand immediately.

### Topics

- Platform Selection: Identify the best social media platforms to connect with craft chocolate enthusiasts and tailor content accordingly.
- Content Creation: Master storytelling techniques to engage your audience and build brand loyalty.
- Audience Engagement: Learn how to foster a loyal, engaged community through meaningful interactions and collaborations.
- Performance Tracking: Measure key metrics to track social media success and optimize your strategy.
- Efficiency Tools: Use tools to streamline content planning and scheduling, freeing up time for chocolate-making.

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# DAY 2: Thursday 6<sup>th</sup> February

CHOCOLATE MAKERS FORUM 2025

## 16:00 **Session 3: Quality in Crisis - Overcoming Climate, Cost, Politics and Supply Challenges**

With global supply disruptions, rising costs, and increasing demand, how can chocolate businesses ensure consistent quality? This panel addresses the biggest challenges in the cocoa market today: climate change, politics, and low production, focusing on strategies for maintaining high-quality standards despite external pressures. From growing and sourcing premium beans to managing production costs, panelists will share their insights on keeping quality at the forefront.

### Topics

- Navigating global supply chain disruptions
- Ensuring quality under cost pressures
- Innovations in quality control for small-scale chocolate makers
- How to communicate quality to discerning consumers

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# DAY 3: Friday 7<sup>th</sup> February

CHOCOLATE MAKERS FORUM 2025

**Location:** Berlagezaal, Beurs van Berlage, Amsterdam

## 13:30 **Session 4: Distributors** – “European Craft Chocolate Distributors: Understanding the Path to Market”

In this interactive session, chocolate makers will meet face-to-face with distributors who help connect artisan chocolates with consumers. Gain essential insights into what distributors look for in a product, from packaging and consistency to quality and market trends. This session offers a unique opportunity for makers to ask questions, learn how to pitch their chocolates, understand the distribution process, and establish relationships that could expand their market reach.

### Topics

- Distributor selection criteria: What they want from chocolate makers
- How to prepare your product for distribution: Packaging, quality, and trends
- Market demands and consumer preferences in the craft chocolate space
- Tips for building lasting partnerships with distributors

## 15:00 **Session 5: Panel** – “Tourism with a Taste: Leveraging Sustainable Cocoa Tourism”

As the chocolate industry looks for ways to diversify income, tourism is emerging as a key opportunity. This panel will explore how cocoa plantations and craft chocolate businesses can leverage tourism to create new revenue streams. From offering farm tours, chocolate-making workshops, chocolate tasting to developing unique culinary experiences, tourism can add significant value to both the product and the brand. Discover how tourism not only supports farmers during market fluctuations but also promotes sustainability and Fairtrade practices, as eco-conscious tourists often seek ethical products.

### Topics

- How sustainable tourism supports local economies and generates new jobs
- Case studies: Successful integration of tourism into cocoa plantations
- Marketing and branding benefits of chocolate tourism
- Engaging visitors through farm-to-bar experiences

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