



Hello Adventurer!

To guide you to discovering luscious chocolate bars to experience with different beverages, here is an overview to use as background for your explorations.

- Types of Chocolate
- Where to buy Craft Chocolate
- Rankings of a Range of Brands

After reading through this information, if you still have questions email me at stacey@adventurewednesdays.com

Cheers, Stacey

WHAT TYPE OF CHOCOLATE?

For pairing adventures, you may want to either have one glass of your chosen beverage with 3-4 bite-size pieces of chocolate; Or have 3-4 small sample-size glasses along with 3-4 sample-size pieces of chocolate. For tastings/pairings - go from lightest to darkest with both the beverage and the chocolate.

Dark Chocolate - considered the closest to the bean. The higher the cacao %, the less sugar (and therefore, often considered more bitter). The less processed a bar is, the more likely you are to get the "feel good" euphoria from the unique ingredient theobromine.

Milk Chocolate - made in the same way as dark chocolate, except they add milk (and often more sugar). Do not buy the mass brands (Hershey's, Mars, or Nestles) as the more processed the bar, the less goodness and flavor.

White Chocolate - up until 2002 white chocolate wasn't considered (in the U.S.) a chocolate because it does not have any cocoa solids, only cocoa butter. If you want to try this, make sure to get the highest quality bar you can to have a deeper flavor. White chocolate often uses vanilla as flavoring. Generally, whites are very sweet.

Ruby Chocolate - the newest type on the market, made from "red" cacao beans and a specialized fermenting process. It has a mouth- feel and sweetness similar to white chocolate, but a fruitier flavor.

Vegan Chocolate - this is a new trend among craft chocolatiers. It substitutes plant-based milks for cow milk in the chocolates. The process demands specialty equipment, so it will probably stay with the small batch makers for a while.

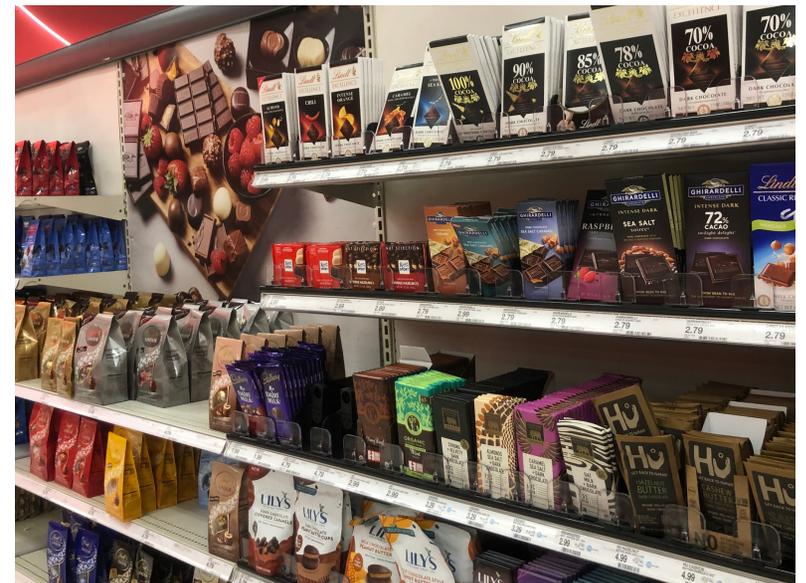
WHERE DO I BUY CRAFT CHOCOLATE?

Chocolate Specialty Stores. You've seen those shops - the ones with so many pretty little bon bons. Many places that make truffles and such buy pre-made chocolate, and don't know the source of the cacao beans. If they are a higher quality place, they often will be able to tell you. Examples: Sees Candies; Jacques Torres (of "Nailed It" fame); Bon Bon Bon (Detroit); Gâté Comme Des Filles (Massachusetts).

Online Chocolate Websites. Often you can buy directly from the chocolate maker. See the next two pages for options & urls.

Gourmet Grocery Stores. This would include the small "mom & pop" types as well as places such as Trader Joe's or Whole Foods.

Regular Stores. Depending on the store. Most often you will see the "big brands" sold here that I prefer you avoid. However, even these places may offer Lindt, which is currently an okay option. In the past few years I have seen chain grocery stores offer excellent choices such as Alter Eco or Chocolove XOXO. Target even sells the vegan brand Hu!



Chocolate Brands & Ratings

CHOCOLATE BRAND NAME	Website	Vegan	Fair Trade label	parent company?	Good Labor Practices?
Alter Eco	https://www.alterecofoods.com/	V options	Yes +	no	yes
Beyond Good Chocolate	https://www.beyondgood.com/	V options	yes +	no	yes
Chocolove	https://www.chocolove.com/		yes	no	yes
Chuo	https://chuochocholatier.com/		no label, buy FT beans	not that I can find	working on sustainability partnerships
Dandelion Chocolate (San Francisco)	https://store.dandelionchocolate.com/pages/home	Vegan options	very ethical	no	visit sources often
Divine	https://shop.divinechocolateusa.com/Best-Sellers/c/DivineChocolate@BestSellers		yes +	owned by farmers	yes!
Dick Taylor Craft Chocolate	https://dicktaylorchocolate.com/		no label, buy FT	no	unknown, but specialize in single origin chocolates
Endangered Species	https://www.chocolatebar.com/	V options	yes	no, made in Indiana	yes
Equal Exchange	https://shop.equalexchange.coop/		yes +	co-op	yes
Ghirardelli	https://www.ghirardelli.com/		Lindt's program, C+ rating	Lindt	No
Godiva	https://www.godiva.com/		F rating	Turkish conglomerate Yildiz Holding and South Korean equity company MBK Partners.	https://www.supplychaindive.com/news/godiva-labor-rights-sustainability-cocoa-supply-chain/575821/
Hu Products/Hu Kitchen LLC (NYC)		V			
Lily's (stevia sweetened) OWNED BY HERSHEY'S	https://lilys.com/collections/chocolate-bars		yes	Hershey's	TBD

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Fair Trade, Eco- Labels:



CHOCOLATE BRAND NAME	Website	Vegan	Fair Trade label	parent company?	Good Labor Practices?
Lindt Chocolates	https://www.lindtusa.com/		Self certified C rating	Lindt & Sprüngli - owns Lindt, Ghiradelli, Russell Stover, Caffaret, Hofbauer, Kiiferle	self certified & doing own thing - getting mixed reviews. They are making efforts, but third party verification mixed
Marou Faisurs de Chocolat (Saigon) single origin dark chocolate	https://marouchocolate.com/		yes	no	yes, direct to farmer
Mirzam (Dubai)	https://mirzam.com/		unknown	no	unknown, but uses single origin beans
Moku Chocolate (VEGAN)		V			
Moonstruck (Oregon)	https://moonstruckchocolate.com/		*sustainable cacao*	no	unknown
Omnom Chocolate (Iceland)	https://omnomchocolate.com/	V options	other qualifiers	no	ethical sourcing, slave labor charts on site
Raaka (Brooklyn, NY)	https://www.raakachocolate.com/	V	*transparent trade*	no	yes
Ranger Chocolate Co	https://rangerchocolate.co/		unknown	no	bean to bar/unknown
Schogetten (Germany)	https://www.schogetten.com/		no	Ludwig Chocolates	unknown
Seattle Chocolate /JCOCO	https://www.seattlechocolate.com/		rainforest alliance	woman owned	website says they use ethically sourced/small farmer beans
Taza Chocolate	https://www.tazachocolate.com/	V	Direct Trade	no	yes
Tcho	https://tcho.com/		Fair Trade +	Ezaki Glico, a japanese company	
Theo Chocolate	https://theochocolate.com/	V options	Fair Trade	no	yes
Tony's Chocolonely	https://tonyschocolonely.com/us/en	V options	yes. Mission is anti-slavery	no	
Trader Joe's	https://www.traderjoes.com/home	V options	Fair Trade	Aldi	not slave free, failing rate for good practices when it comes to chocolate retailing
Vosges	https://www.vosgeschocolate.com/	Beegan	other affiliations	no, woman owned	unknown, but site seems to show being very invested in good practices
Zazubean (made in Switzerland)	https://www.zazubean.com/	V, keto, paleo	yes (Fair for Life)	no	unknown, site says they follow fair practices