

# Chocolat

## MADAGASCAR

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*Depuis 1940*

Single Origin

MULTI WORLD AWARD WINNERS

Seed-Tree-Cacao-Chocolat  
Grown and Crafted in Origin

INTRODUCTION

*Fine, Fresh and Fair – Natural &*



WINNERS 2019 & 2017



MADAGASCAR  
Mascap  
Depuis 1960





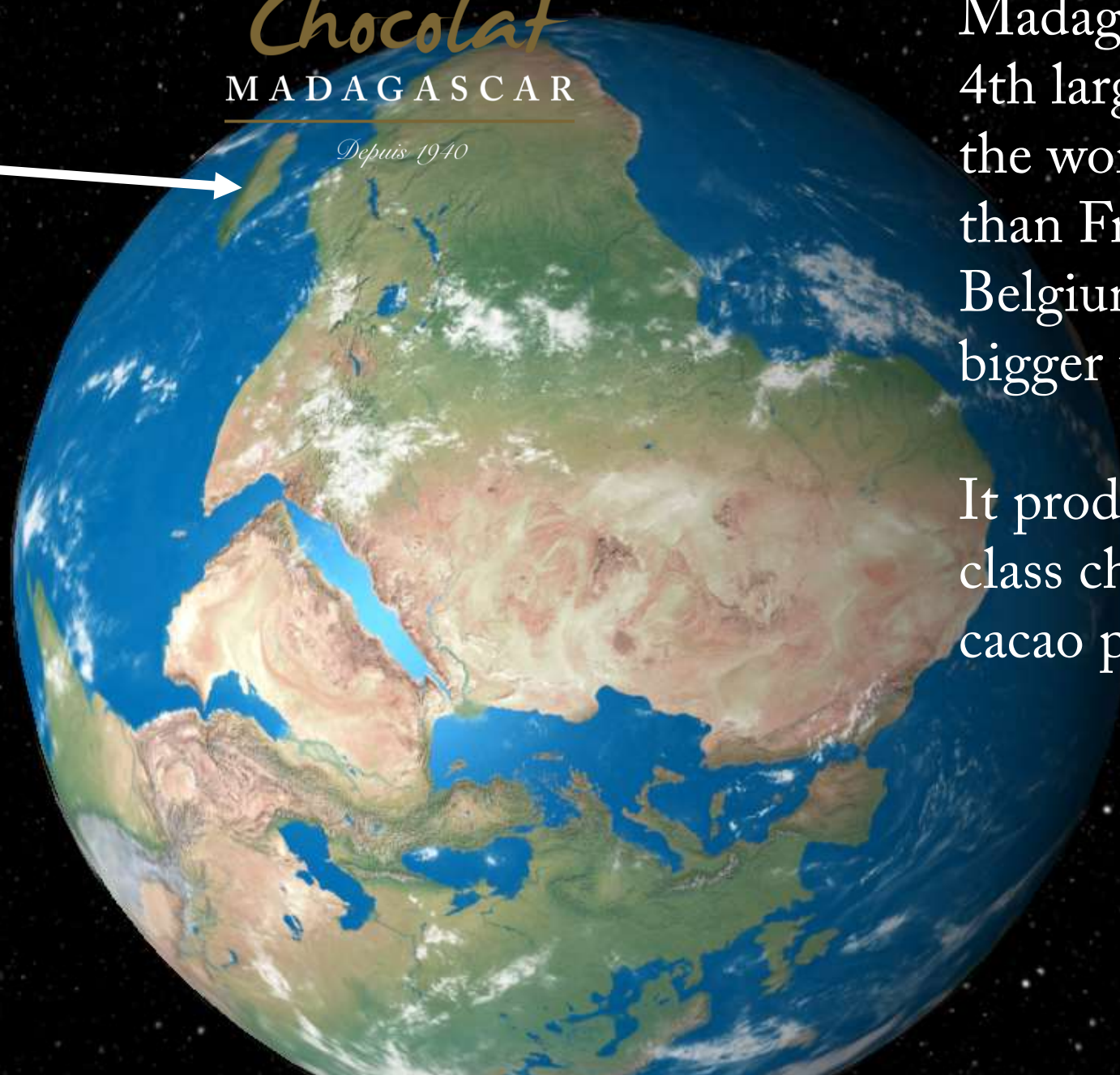
WINNERS  
2019, 2017

*Global  
Golden Bean  
Winner*

*47 International  
Awards since 2014*

# *Chocolat* MADAGASCAR

*Depuis 1940*



Madagascar is the 4th largest Island in the world. Larger than France and Belgium 2.5 times bigger than UK.

It produces world class chocolate and cacao products.



# Multi international award winning

*Chocolat*  
MADAGASCAR

*Depuis 1940*



MARCEL RAMANANDRAIBERY ANDRIAMAMPINANINA  
*PRESIDENT*



*TECHNICAL DIRECTOR*



NICOLAS  
RANDRIANA  
MALALA  
*EXPORTS*



**Robert**  
Depuis 1940  
PLANTEUR  
CHOCOLATIER  
MADAGASCAR

STANYELLA  
RATSIMBAZ  
AFY  
*QUALITY*



Artisan fine chocolate, freshly crafted at origin,  
like fine wine, fine cheese, craft beers, craft ciders etc. at  
origin. *Unlike most chocolate in the world.*

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*Depuis 1940*





*Crafted like*

Photo Elizabeth Wilson

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MADAGASCAR

*Depuis 1940*



Fine Wine



# Chocolat MADAGASCAR

*Depuis 1940*

Fine Cacao –  
Grand Cru de Sambirano

-20 DEGREES LATITUDE

A continent forming 88 Million years ago.

Unique wildlife and fauna evolved separately.

Humans settled only 2000 years ago, South China origin / Indonesia, followed by Arabs, Africans and Europeans.

Central highlands temperate/Mediterranean climate for crafting chocolate. The east, north and north west is tropical rainforest.

Population of 23 Million  
Ranked 188 out of 198 –  
GDP / CAPITA







Exotic, unique island

*Chocolat*  
MADAGASCAR

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*Depuis 1940*

Madagascar, the 8<sup>th</sup> Continent  
is home to 80 Lemur species.

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MADAGASCAR

*Depuis 1940*

The sub species of primates  
evolved separately on the Island.

**ENDANGERED.**

Chocolate needs rainforest shade to grow cacao.  
Lemurs need rainforests to live.



Unique insects, flora and fauna  
of Madagascar.

Giraffe Weevil – Endemic to  
Madagascar

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Madagascar is home to about half the  
world's 150 or so species of Chameleons



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Madagascar produces about 0.1%  
of all the world's cacao.

Designated Fine Flavour by the  
ICCO

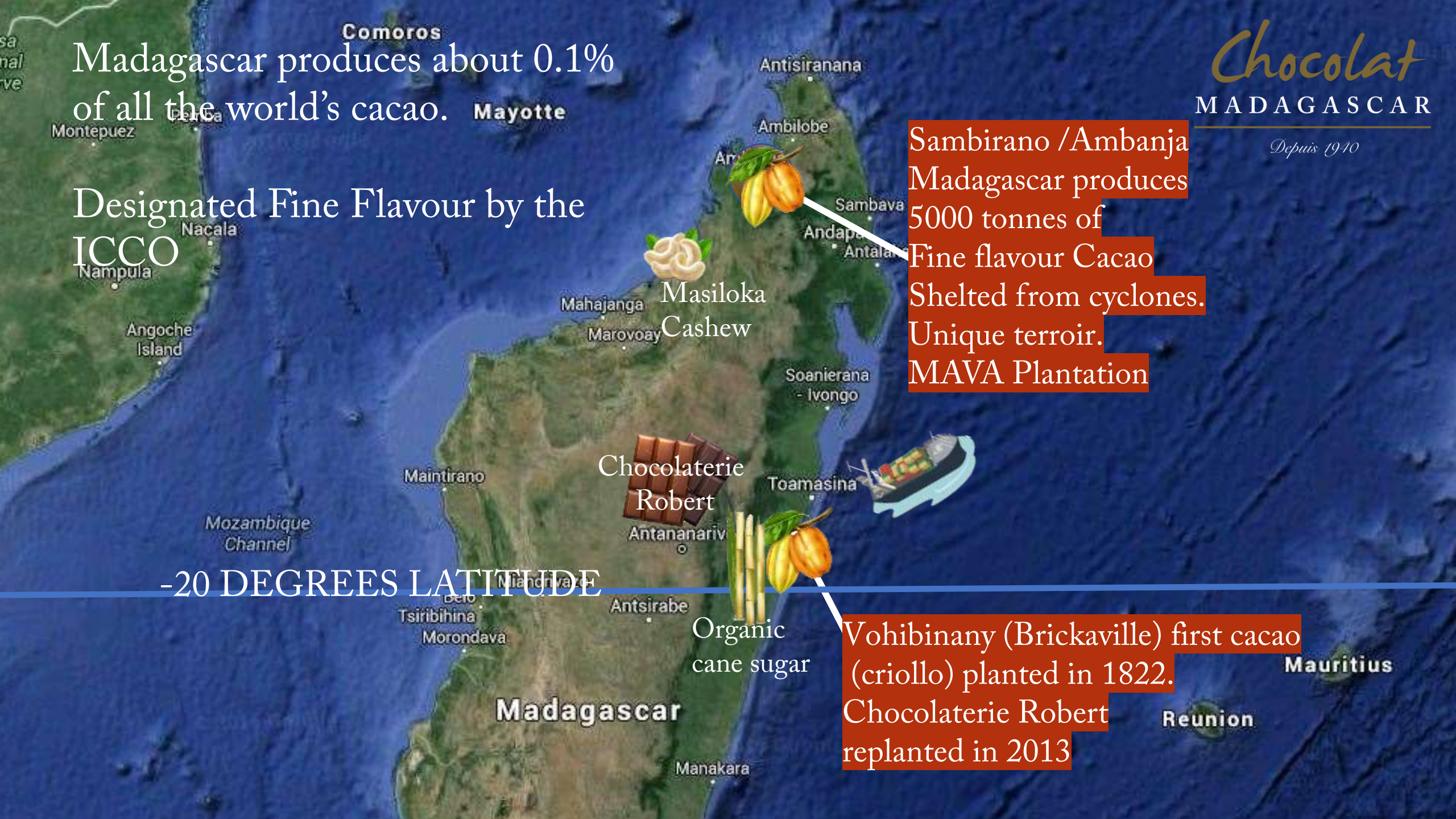
Sambirano / Ambanja  
Madagascar produces  
5000 tonnes of  
Fine flavour Cacao  
Sheltered from cyclones.  
Unique terroir.  
MAVA Plantation

-20 DEGREES LATITUDE

Chocolaterie  
Robert

Organic  
cane sugar

Vohibinany (Brickaville) first cacao  
(criollo) planted in 1822.  
Chocolaterie Robert  
replanted in 2013



# INTRODUCTION DU CACAO A MADAGASCAR

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Maurice: introduction en 1755



Criollo de l'Indonésie (Archipel Moluque)

La Réunion: Introduction en 1777  
Criollo de Maurice



Madagascar: Introduction vers 1822: les plants de Criollo importés de La Réunion étaient en observation dans le parc botanique d'Ivoloina



Sambirano River foothills of the Tsaratanana Massif into the Ampasindava Bay where it joins with the Ramena River, south of Ambanja.

Grand cru de Sambirano

Single Plantation/Domain

Single Farm



## Grand cru de Sambirano

Under the shade of the rainforest  
700 farmers carefully tend the Cacao Pods.

The area "terroir" impart a unique fruity taste to the rare  
cacao, upper and lower Sambirano valley. Superior 1000T and  
Organic 100T



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*Farms –Organic certified*

Ankidony Ambalahonko Ambohimena-Sud Ambohimena-Nord  
Antsamala Maliolio Ottange Ambodivato

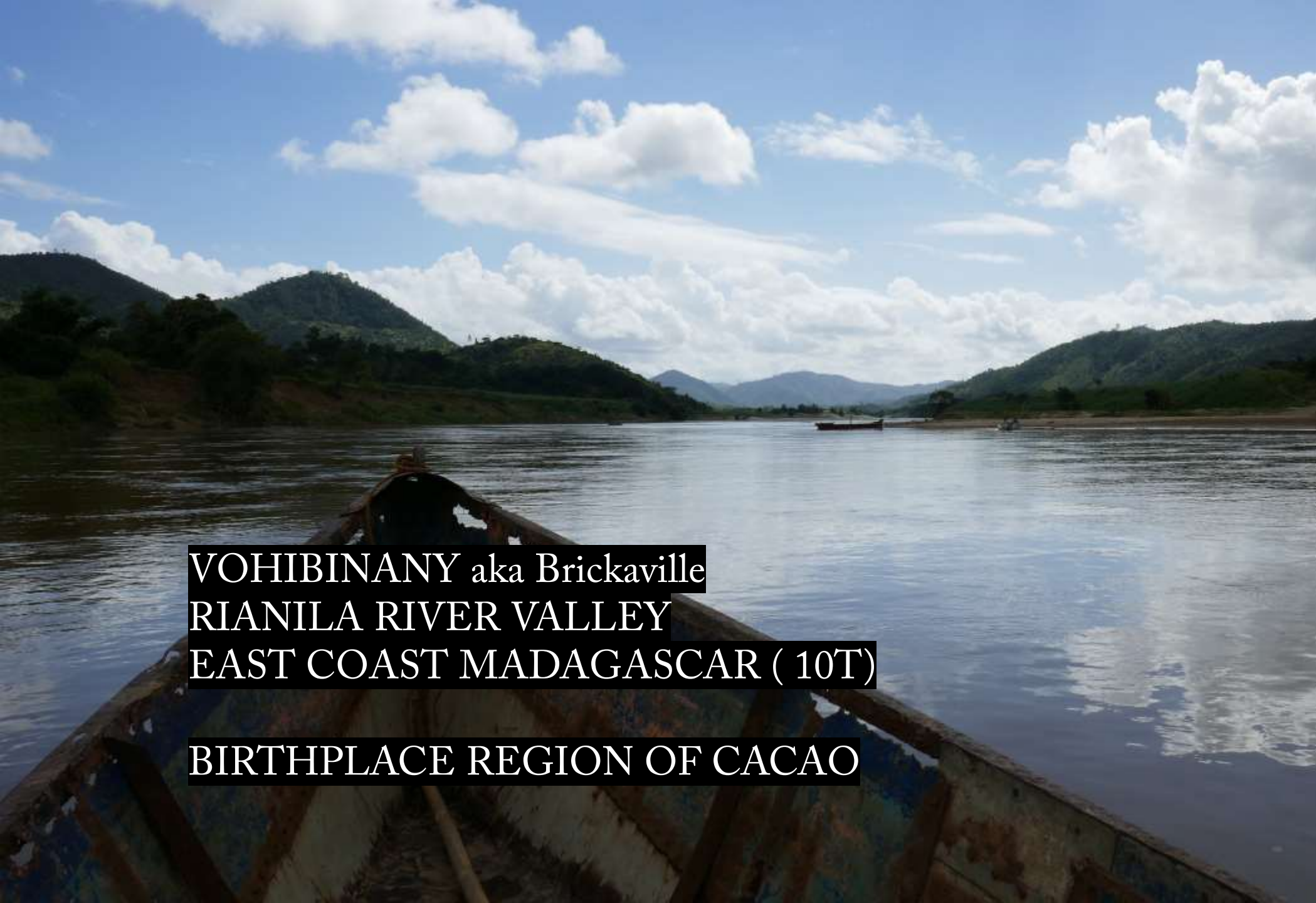




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MAVA CACAO PLANTATION  
SAMBIRANO Organic 100T



**VOHIBINANY aka Brickaville  
RIANILA RIVER VALLEY  
EAST COAST MADAGASCAR ( 10T)**

**BIRTHPLACE REGION OF CACAO**





MASILOKA CASHEW NUTS

NORTH WEST MADAGASCAR



The image shows three cacao pods held in a person's hand against a red background. The pods are arranged from left to right: a small, reddish-purple Criollo pod; a medium-sized, yellowish-green Trinitario pod; and a large, reddish-brown Forastero pod. The Forastero pod has a prominent yellow patch on its side. The text 'Chocolat MADAGASCAR' is overlaid on the right side of the image, with 'Depuis 1940' written below it.

# Chocolat

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There are three types of Cacao Pods. Left is Criollo ( delicate fruit (like a Pinot Noir wine grape) and more robust and bitter Forastero on the right ( like a Syrah/Hermitage wine grape) and a hybrid called Trinitario ( like a Pinotage wine grape).

Inside the cacao pod.

White slimy fruit rather like lychees. Taste like a Lychee / Lemon with floral character.

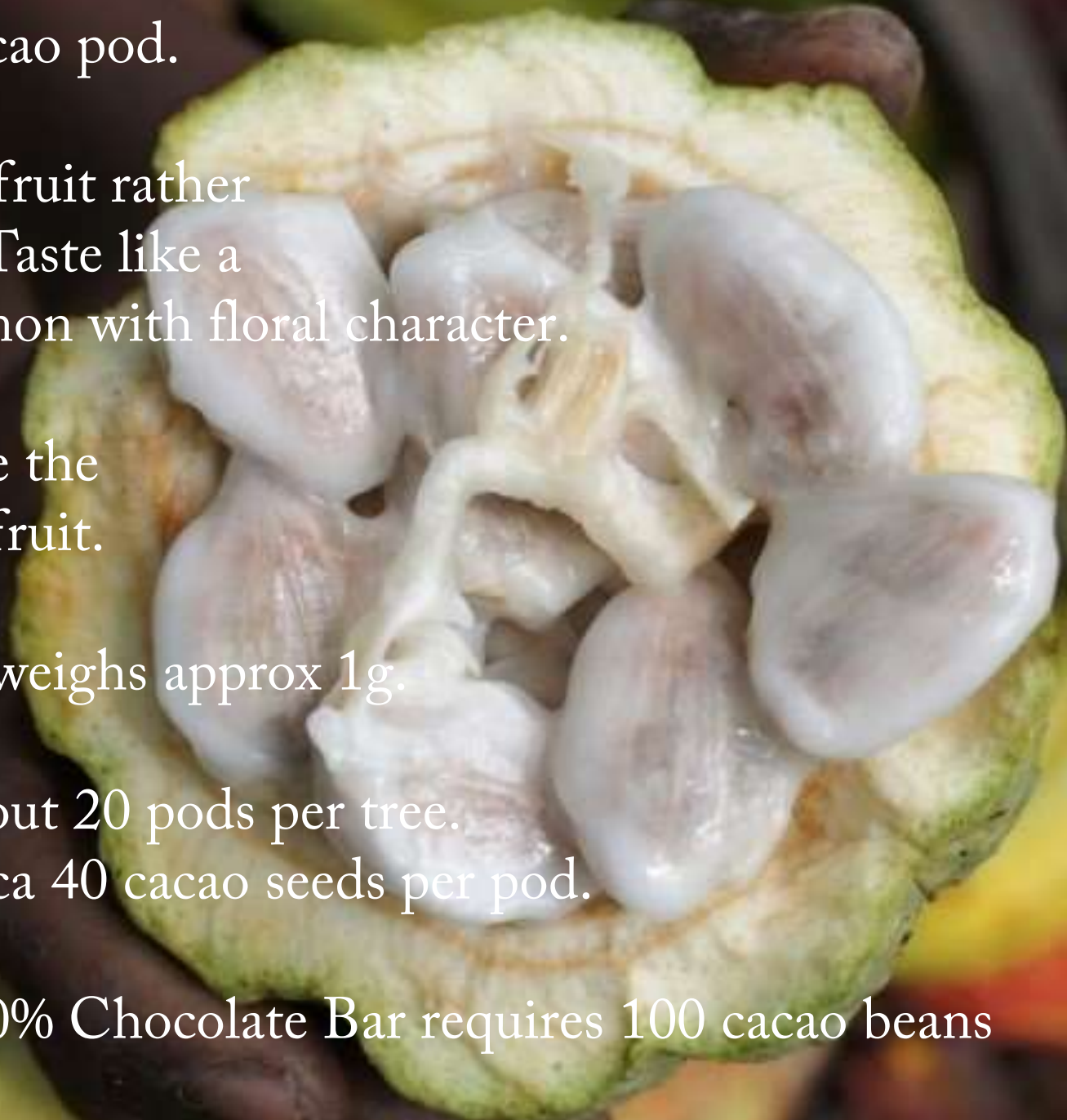
The cacao are the seeds of this fruit.

1 cacao seed weighs approx 1g.

There are about 20 pods per tree.

There are circa 40 cacao seeds per pod.

100g Dark 70% Chocolate Bar requires 100 cacao beans





The external appearance of pod cannot always determine type of cacao

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Inside Criollo  
white seeds

Inside Forastero,  
purple seeds

Inside Trinitario,  
white and purple seeds







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A high-angle photograph of a person with their back to the camera, wearing a white short-sleeved shirt, stirring a large wooden tray filled with cacao beans. The person's right hand is holding a long wooden stick, which is being used to mix the beans. The scene is brightly lit, and the background is a plain, light-colored wall.

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### Fermentation

(like turning grapes into wine)

Yeasts grow on the sweet pulp around the cacao seeds.

Yeast convert sugar to ethanol and carbon dioxide and heat ( 45C) Oxidation of ethanol produces acetic acid (low pH)

This is carefully monitored for 4-5 days

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Day 1

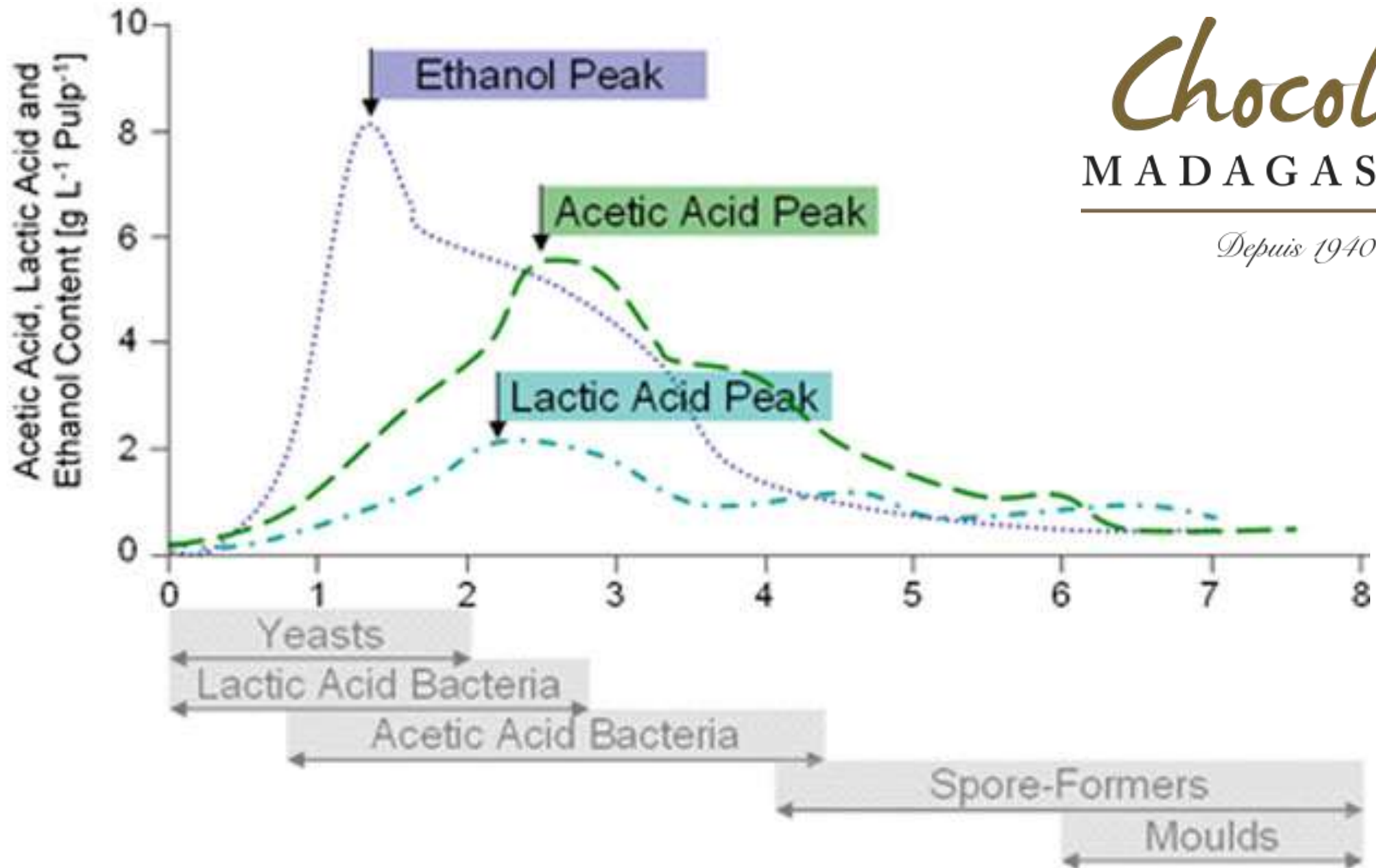
Day 2-3

Day 4-5

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The fermented cacao needs to be dried to stop fermentation and developing mouldy flavours ( that is why wine is produced at origin)

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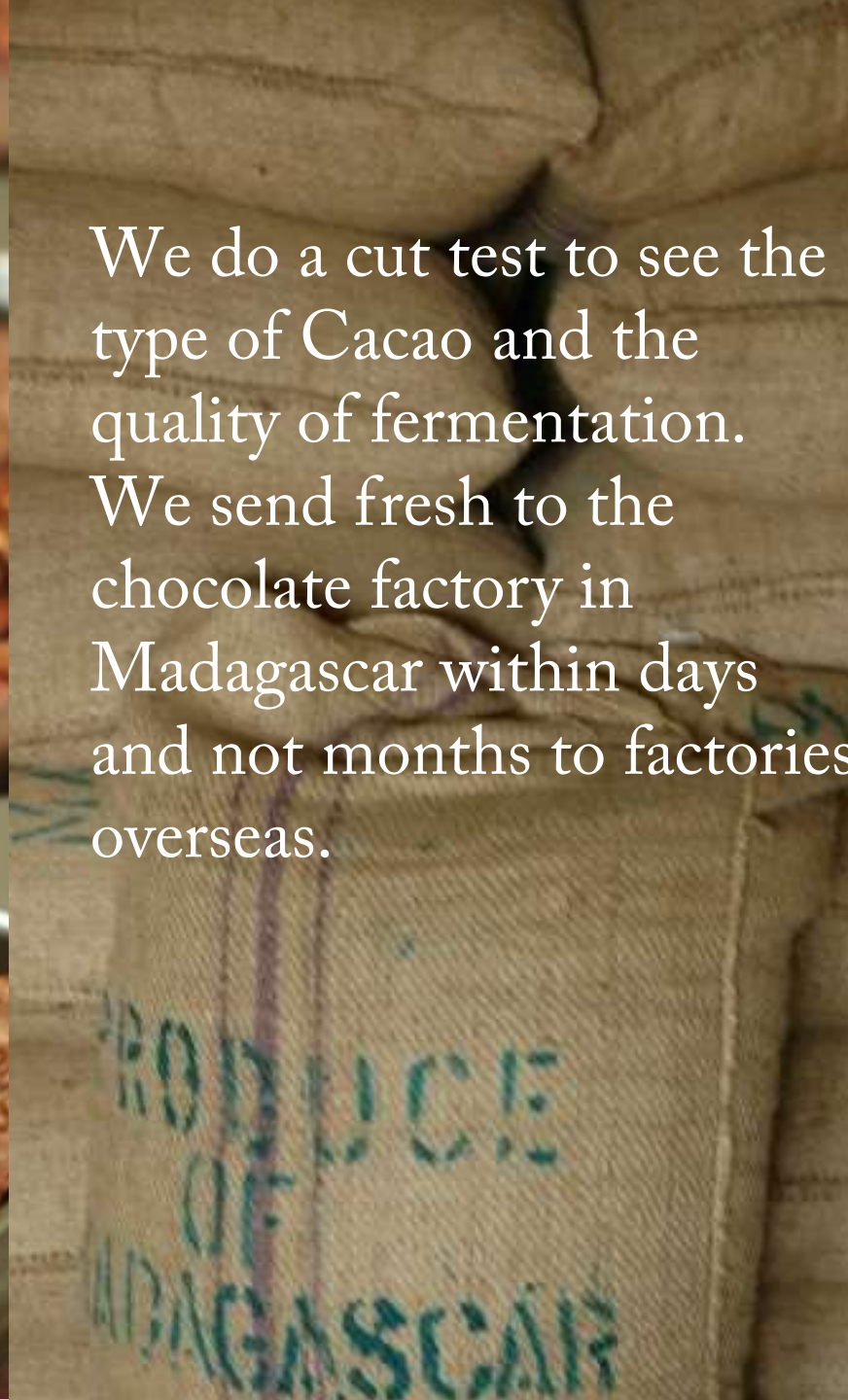
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We do a cut test to see the type of Cacao and the quality of fermentation. We send fresh to the chocolate factory in Madagascar within days and not months to factories overseas.





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Fine Cacao of Madagascar has forest fruit,  
cherry, citrus taste nuances and not bitter.

Photo Alena Donely

## Roasted Cocoa

**bean** (seed) with skin –  
shell-( husk)



Winnowing – remove the skin  
- shell ( husk)



## Roasted Cocoa Nibs (Inside the Cacao)



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Roasted Cocoa Nibs



Grinding Cocoa Nibs to  
**Cocoa Liquor (Mass)**  
Natural - No alkalisation



Pressed Cocoa Liquor  
Golden **Cocoa Butter**  
Undeoderised



Pressed Cocoa Liquor  
**Natural Cocoa Powder**



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Grinding/ Conching 24-72 hours + reduce acidity/flavour / fine smooth mouth feel

Cocoa Liquor (Mass)



Grind to 200 & 75microns



No added alkali chemical or flavour

Fine particle < 20 microns



Pure 100% cocoa  
Tempered and moulded



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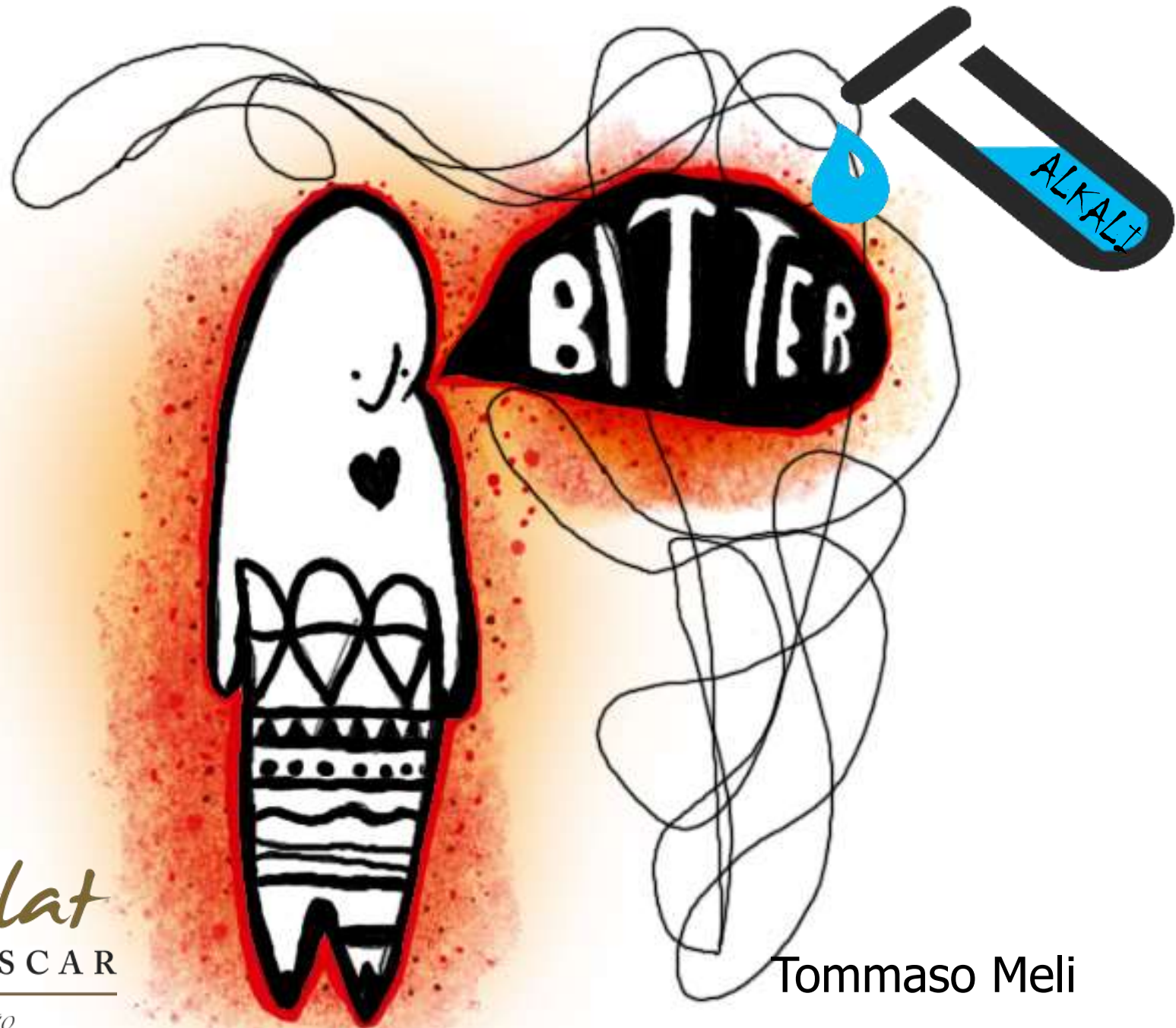
We freshly craft into chocolate within days, preserving the integrity of the cacao flavours.

Most chocolate in the world is made from bulk cacao shipped around the world which is low cost and acidic/bitter tasting. The taste/colour is manipulated by chemical processing (alkalisation) and flavour enhancement (eg adding vanilla).

Chemical processing can damage the integrity of the flavanols and antioxidants.

**We do not do this.**

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Tommaso Meli



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Pure *full flavour* natural traceable single origin golden cocoa butter is used in our fine white *gold* Chocolate.

*Not* chemically processed and not de-odourised.

Most cocoa butter is de-odourised and not single origin specific (normally a commodity used in many other industries)

The capital, in the cool central highlands  
1276m above sea level

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ANTANANARIVO





**Robert**  
Depuis 1940  
PLANTEUR  
CHOCOLATIER  
MADAGASCAR



CLEANING, ROASTING,  
WINNOWING



GRINDING, MIXING,  
REFINING, CONCHING



EXTRACTING  
COCOA BUTTER  
COCOA POWDER



TEMPERING, MOULDING, PACKAGING



# NUTRIENTS



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NUTRIENT /100g	ROASTED COCOA BEAN	ROASTED NIB/ COCOA MASS	COCOA BUTTER	COCOA POWDER
ENERGY	519 kcal	596kcal	884kcal	379kcal
FAT	36g	48-52g	100g <i>Saturated 61g</i> <i>Mono 34g</i> <i>Poly 4g</i>	11g
CARBOHYDRATE	25g	21g	0g	36g
OF SUGARS	0.9g	0.5g	0g	1.5g
PROTEIN	14.6g	14.4g	0g	24g
FIBRE	17.5g	11g	0g	19.6g
SALT	<0.025g	<0.025g	<0.025g	<0.025g

**NO ADDED SUGAR**

**LOW SUGAR**  
**<5g/100g**

**HIGH FIBRE**  
**>6g/100g**

**HIGH PROTEIN**  
**>20% Kcal**

**VERY LOW SALT**  
**<0.1g**



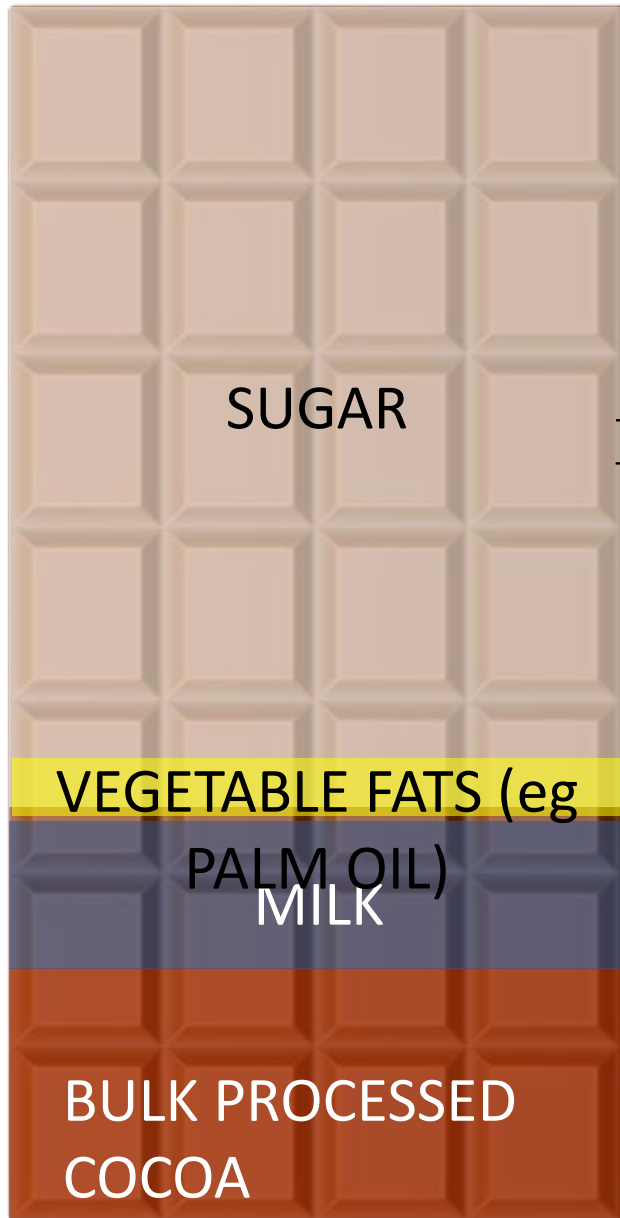
# ANTIOXIDANTS? THE ORAC SCALE

NATURAL COCOA POWDER >25 X MORE  
ANTIOXIDANTS THAN BROCCOLI ( ORAC  
SCALE)

> 80% OF ANTIOXIDANTS CAN BE  
DESTROYED WITH NORMAL CHEMICALLY  
PROCESSED ( AKALISED) CHOCOLATE


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MADAGASCAR

Photo Alex Barker



LOW ADDED SUGAR



	<b>RAISETRADE</b>
<b>EXPORT WHAT?</b>	MANUFACTURED PRODUCT OR SERVICE <b>BRAND</b>
<b>SHARE OF FINISHED PRODUCT INCOME</b>	 <p>A pie chart divided into two sections: a smaller orange section at the top labeled 'EXPORT' and a larger green section at the bottom labeled 'IMPORT'.</p>
<b>SKILLBASE</b>	WIDE
<b>TAX REVENUE</b>	HIGH
<b>INVEST</b>	HIGH



[www.raisetrade.com](http://www.raisetrade.com)

**THE WORLD'S  
FAIREST  
CHOCOLATE?**

**theguardian**





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[www.chocolatmadagascar.com](http://www.chocolatmadagascar.com)