

GLOBAL SOURCE FOR CHOCOLATE, CONFECTIONERY AND BISCUIT INFORMATION



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# RCI Canadian Chocolate Tour

Schedule as of 7/13/12

Retail Confectioners International will host its fall regional event in and near Toronto, Ontario, Canada, September 18–21.

[www.retailconfectioners.org](http://www.retailconfectioners.org)

Event Hosts: Rhéo Thompson Candies Ltd. (Marc Johnstone and Kristene Steed)

## ***Tuesday, September 18***

### ***Arrival Day and Welcome Reception***

Optional Tour Day — Arrive early and enjoy area activities with family. See options at [retailconfectioners.org/regionals](http://retailconfectioners.org/regionals).

*Meals on one's own*

3:00 P M – 5:00 P M

Registration Desk Open

AFTERNOON

Committee Meetings

2:00 P M – 3:00 P M

Tour Bus Captain Orientation Meeting

3:00 P M

Executive Board Meeting

5:00 P M

Welcome Reception and Suppliers' Tell-n-Sell with Tour Orientation

9:00 P M

Next Generation Event for RCI members in their twenties and thirties for a fun mixer at SPiN Toronto. (*rsvp on registration form*)

Overnight at the Hyatt Regency Toronto Downtown, 370 King Street West

***No hotel reservation needed! All attendee guest rooms are included in the full registration package.***

## ***Wednesday, September 19*** ***Tour Day of Toronto***

7:00 A M – 8:00 A M

Breakfast

8:00 A M

Board Buses at the hotel for tours

**SOMA Chocolatemaker** is a bean-to-bar artisan chocolatemaker, making chocolate in small batches directly from the cacao bean. We will see the workings of this micro-chocolate factory as well as their production of truffles, traditional Italian cookies and drinking chocolate.

Visit CN Tower in Toronto, the tallest tower in the world and Toronto's most popular tourist attraction.

Lunch provided on tour

**SOMA Chocolatemaker Roasting Facility** — Attendees will enjoy a tour of this 1800 sq ft warehouse factory setting where SOMA Chocolatemaker roasts their cocoa beans for production using a roaster, winnower and other equipment.

4:00 P M

**Education Session—**

**Chocolate Connoisseur** Peter Higgins, president of *R. C. Purdy Chocolates, Ltd.*, will share the highlights of their chocolate connoisseur program for their staff. Within the first three months at the company, the staff must master a standard base of knowledge about chocolate. By using videos, written information and classroom-style instruction, this formal learning program has developed knowledgeable staff at each of the Purdy's stores.

*Dinner on one's own*

Free time in downtown Toronto

5:00 P M

2013–2014 Board of Directors' Meeting with working dinner

Overnight at the Hyatt Regency Toronto Downtown, 370 King Street West

***No hotel reservation needed. All attendee guest rooms are included in the full registration package.***

## RCI Canadian Chocolate Tour

### Thursday, September 20 Tour Day of Toronto Area

All attendees to bring luggage to the bus before breakfast

7:00 AM – 7:45 AM

Breakfast

8:00 AM

Board Buses at the hotel for tours

**Walker's Chocolates Burlington Factory Outlet (Production Facility and Retail Store)** — Harry Walker and his wife, Anne, opened their own chocolate business in 1983 in Burlington, Ontario. Since then, the business has grown into a large factory space with its own retail outlet along with a larger flagship store in Burlington and a store in Hamilton. RCI will tour the Walker's Chocolates production facility as well as their retail shop in Burlington.

**R.C. Purdy's Chocolates, Ltd., Oakville Place Mall** — Richard Carmon Purdy opened his first chocolate shop in 1907 on Robson Street in Vancouver. The Flavelle family has run Purdy's Chocolates since 1963.

Today, Purdy's Chocolates, a Canadian-owned and family-operated business, is the largest chocolate retailer in western Canada and the second largest in Canada, with 57 stores in British Columbia, Alberta and Ontario. We will tour their 1,000 sq ft retail store. Although there is no manufacturing onsite, there will be a formal product-tasting time.

Lunch provided on tour

**Reid Candy & Nut Shop** — In 1971 Tom and Kathy Drew-Smith took over ownership of Reid Candy which had been primarily a nut shop since the 1940s. Over the years they expanded their product line and started producing a range of chocolates and candies in the late '70s.

3:00 PM

Arrive at Arden Park Hotel, Stratford

**Optional** tour experiences — Attendees may sign up for optional experiences at time of registration. Pricing details will follow on the optional tour day form.

4:30 PM

Scotch and Chocolate Tasting

**OR**

4:30 PM

Tea and Chocolate Tasting

5:30 PM

*Dinner on one's own*

7:15 PM

Leave for **optional** evening performance of *42<sup>nd</sup> Street* at the Festival Theatre.

Overnight at the Arden Park Hotel, 552 Ontario Street, Stratford, Ontario.

No hotel reservation needed. All attendee guest rooms are included in the full registration package.

### Friday, September 21 Tour Day of Stratford

All attendees to bring luggage to the bus before breakfast

7:00 AM – 7:45 AM

Breakfast

8:00 AM

Board Buses at the hotel for tours

**Costume Warehouse** — The warehouse is one of the largest repositories of costumes in the world. Not only does it supply the costumes and props for the annual Stratford Shakespeare Festival, but it also rents to theater and movie companies across North America. There are more than 50,000 costumes in the warehouse and several racks of costumes that visitors can try on.

**Rhéo Thompson Candies** — The story of Rhéo Thompson Candies, Ltd., began in 1969 when Rhéo Thompson apprenticed in the production of candy at Olin Brown Candies, Stratford. Later, Rhéo began his own candymaking facility. Rhéo and Sally Thompson worked hard over the years to brand their confection while concentrating on the company adage *We make but one thing, and we do that well, candy*.

Kristene Steed and Marc Johnstone, the current owners of Rhéo Thompson Candies Limited, make over 150 different confections.

Lunch provided on the tour

3:30 PM

Arrive at the Toronto International Airport for drop-offs; remaining guests will return to Hyatt Regency Toronto Downtown.

*Overnight accommodations for Friday night, September 21, are not included in the tour package and need to be made by individuals based on need. Contact the host hotel, the Hyatt Regency Toronto Downtown, 370 King Street West, at (888) 421 1442 and ask for the RCI group room rate.*

*Dinner on own if you are extending your stay.*



*Check and pack your passport! Has your passport expired or do you need a new one? U.S. citizens start at [usa.gov/NXOIG](http://usa.gov/NXOIG) to learn about the passport process.*

International flights require 2 to 3 hours to go through Canadian and U.S. customs offices. Do not schedule your flight home before 5:30 p.m. on Friday, September 21, or you may miss it.

**RCI's Next Convention and Industry Expo**

June 24–28, 2013 • Cincinnati, Ohio

# RCI Annual Convention 2012

The Retail Confectionery International convention in California toured eight retail chocolate shops, two chocolate supplier factories and a wholesale confectionery manufacturer. In addition, educational sessions, peer sharing and the annual industry exposition filled the week.

RCI events always include networking opportunities, whether it be at the educational forums, receptions or informal chatting between activities.

## EDUCATION

Beginning with **Wine's Secret Crush on Chocolate** by Rose Potts, *Blommer Chocolate*, the sessions addressed many trends for those in the retail confectionery business. Potts spoke about the parallels found between wine and chocolate — in their consumption patterns, territory notes and sensory descriptors. Since the convention was held near wine country in California, Potts discussed cross-promotional marketing and pairings of the two products.

**Practical HACCP for Food Processors** by Heena Patel, *Scientific Certification Systems*, reviewed the necessity for a specific hazard analysis critical control point (HACCP) plan and the importance of good manufacturing practices. A good plan helps ensure the safety of the food during manufacture.

Juan Carlos Arroyave, *CasaLuker*, spoke on **Cacao Fino de Aroma: A Model for Quality and Sustainability**, first presenting the different types of cocoa (Amazon/forastero, criollo, trinitario). Cacao fino de aroma is an ICCO (International Cocoa Organization) classification. Its flavor can be described as fruity and flowery with nutty malt notes. Between 6 and 7 percent of the cocoa produced in the world is cacao fino de aroma. Most fino de aroma is grown in Colombia, Ecuador, Venezuela and Peru.

Dan Dermer, *Sweet Packaging*, discussed the necessity of topnotch customer service for the wholesale market in his talk **Packaging and Marketing for the Wholesale Segment**. An attitude of what's best for the customer will determine the packaging and distribution of the confections. Dermer then pointed out the

different types of boxing for open assortments, display counters, corporate sales and external retail sales. As he reviewed the target customers for each type of market, he presented examples of the packaging and why those choices apply.

**What Does Natural Mean to You?** featured chocolate experts Joe Sofia, *Cargill*, and Dennis Witzel, retired, who both reviewed common industry standards and controversial ingredients, as well as the right questions to ask when talking with customers. When customers ask for a *natural* chocolate or confection, there is no clear definition of this term. The FDA viewpoint, the USDA viewpoint and the customer viewpoint can all be very different. It may be easier to ask customers what they don't want in your product. Consumers are becoming much more aware of ingredients in the food supply. Manufacturers, however, have quite a challenge to use ingredients that can be described as natural while achieving the same consistent taste and quality as the former formula.

## TOURS

Tour hosts supplied warm welcomes and goodies during the behind-the-scene views of their businesses. RCI participants could observe each company's attention to food safety, quality and, in the case of retail shops particularly, attractive marketing.



Charles Flavelle of R.C. Purdy Chocolate shared a moment looking at pictures with Herm Rowland of Jelly Belly in Rowland's office

## RCI annual convention 2012

### Jelly Belly Candy Co.

A feeling of excitement and enthusiasm permeated the tour of Jelly Belly even though the plant was in shut-down mode. Public tours were continuing and the gift shop was active. While Jelly Belly was in the midst of its annual, regularly scheduled two-week shutdown for maintenance, they kept a robotic packaging line operating for the RCI tour. The tour through the facility featured key employees explaining each part of the confectionery manufacturing, packaging and distribution process. In addition, there were videos throughout the plant to show processing.

Throughout the factory, bar coding is used to monitor all products, electronically scanning a 4x6 "license plate" of info relating to each box. First-in, first-out is the policy of their warehouse.

A special highlight was visiting the creative services center, where a team of Jelly Belly workers develops all the graphics for packages, labels, posters, point-of-sale displays and boxes.

Additionally, participants on the RCI tour were welcomed into the "chairman of the bean" Herman Rowland's office. He and his daughter, executive vice chairman Lisa Rowland Brasher, talked about how important family is, extending that attitude to encompass all employees. They also discussed the challenges of sugar prices and taxes while keeping their business in the United States.

### Blommer Chocolate Co.

As preparations were made to tour this chocolate facility, each attendee gained a heightened awareness of the steps necessary to assure the safety of



Rose Potts (green shirt, facing camera) spoke about the many steps in the process of making chocolate prior to RCI's tour of Blommer Chocolate

the food being manufactured. Hairnets, labcoats, hand sanitizer and antibacterial spray on shoes were provided for each visitor before touring the plant. There were explanations from each department about the process from the cacao bean to large bars, liquid chocolate or chips.

### Ghirardelli Factory Outlet Store

Ghirardelli's factory outlet store demonstrated the idea of buying chocolates as close to original production as possible. This skips distribution hassles and handling delays for manufacturers and could offer products at lower prices for consumers.

This particular discount store featured Ghirardelli products such as baking chocolate, chocolate by the case, fudge and caramel sauces, and holiday overstocks.

### Guittard Chocolate Co.

A red carpet welcomed the RCI busload on its arrival at Guittard. Gary Guittard, president and CEO of the family business, explained the importance of quality at Guittard and how every employee pays constant attention to the flavor.

There are differing processes for fermenting beans throughout the world — some cultures use baskets, some use boxes, and some pile



(photo by Terry Hicklin)

Frina Nemchenok from Guittard shared about the extensive quality tests that occur throughout the process

cocoa beans on the ground. This means that the same type of beans might produce different flavors depending on what happens before the shipment gets to Guittard. Appropriate blending assures consistent quality.

Ken Givich, Guittard's director of microbiology, further explained what occurs in the Guittard labs during the chocolate production process, including several quality assurance tests.

Employees throughout the factory explained the process and reinforced the notion that making choco-

late is a mechanized, mostly automated process, but a human being is needed throughout for making adjustments — producing chocolate truly is an art.

Listening to the 10 employees who shared about their departments, it was obvious that there is passion in their tasks. Whether it was Joe, Hector, Frina or Thalia, they all spoke directly about their commitment to quality and their part in producing it. One was quoted as saying, “We put our heart and soul into the chocolate!”

### Chocolate Tasting Tour



Leonidas “fresh Belgian chocolate” shop in San Francisco

San Francisco, like many cities, offers a gourmet walking tour, and the RCI walk was focused solely on chocolate shops for the candy-making visitors. Although the tour was consumer-focused, the RCI participants observed unusual flavors, sampling sugges-

tions and various presentation techniques. At each stop the guide would explain what was unique about that shop and why a particular sample was offered.

Stops on the Gourmet Chocolate Walking Tour were at Scharffen Berger Chocolate Maker, Recchiuti Confections, Neo Cocoa, Fog City News, Leonidas, Teuscher and Cocoa Bella.

### CANDY CLINIC

Presentations voted by peers as best in each category are noted first.

### Best New Piece

Joy Lyn’s Candies (Paradise, CA) developed the Black Gold truffle in honor of the 75<sup>th</sup> anniversary of the Golden Gate bridge with a nod to the largest gold nugget (54 lbs) found in 1859 near their

hometown of Paradise. This chocolate features a bit of golden cocoa butter on the mould and the application of gold luster dust after demoulding.



Black Gold truffles from Joy Lyn’s Candies

Coblentz Chocolate Co. (Walnut Creek, OH) offers three chocolate-covered Oreos packaged together. Each is dipped in either milk, white or dark chocolate, then drizzled with contrasting chocolate or decorated with sprinkles.



Chocolate-covered Oreos from Coblentz



## Dream Machine

Hilliard's Coating System is the economical answer to continuous production of superior chocolate candies.

Precision designed for easy, profitable production of 200 to 1500 pounds per day. Includes:

- **Prebottomer** with separate heating controls for melting tank and coating belt.
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- **Cooling Tunnel** provides thorough cooling of all pieces.



Options include: Drip Feed Funnel, Variable Speed Blower, Tempering Bottomer and more. So stop dreaming of a single unit with everything you need to coat chocolates of exceptional, consistent quality. *Hilliard's has it.* Call or visit our website today!

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## RCI annual convention 2012

Merchandising and Promotions category (continued)

family surprised him with a celebration of his 40 years in business. The Mayor of Burnaby cut the ribbon opening the new chocolate river in their store and issued a Proclamation of Oct. 22 as Charlie's Chocolate Day. Events and the anniversary were noted in many local papers.



R.C. Purdy Chocolates helped to raise funds for children with heart problems.

R.C. Purdy Chocolates (Vancouver, BC) partnered with a global TV program called *Helping Hearts* to raise charity funds for kids with heart problems. At \$8.95 per package, the box of specially marked Purdy's delights would raise \$2 for the charity. More than \$9,000 was raised for charity in addition to the goodwill in the community.

Whetstone Chocolates (St. Augustine, FL) shared that group photos taken after each of their chocolate-tasting tours can be merged seamlessly into social media sites such as Facebook through the use of an iPad and Eye-Fi memory cards with built-in Wifi. The app they use allows further promotion after the consumer leaves the tour. In addition, the company can film the production process in the factory on an iPad and link it with social media.

## Packaging



Colorful new Walker's Chocolates packaging on the left compared with older on the right.

Walker's Chocolates (Burlington, ON) after 29 years using the same packaging, hired a designer for new packaging and they've heard a great response to the final product.



Oval containers help sell Asher's Chocolates items

Asher's Chocolates (Souderton, PA) challenges confectioners to think outside the box. Packaging their products in ice cream tub-shaped containers, the colors help to distinguish the items inside.



Golden Turtle occasion boxes

Golden Turtle Chocolate Factory (Lebanon, OH) offers two sizes of special custom boxes with differ-

ent designs, including Thank You, Happy Birthday and Get Well.

## First-timers



Snyder Pops from Bruce's Candy Kitchen

Bruce's Candy Kitchen (Cannon Beach, OR) offers many variations of the Snyder Pop, named for a friend of the family business. These caramel-dipped *Rice Krispie* treats on a stick are dipped in chocolate. Depending on the season and the decorations or shapes, Valen-Snyder; Luck-O-the-Snyder; Snyder & Stripes; Frank N Snyder; Turk N Snyder and Jolly Ol' St. Snyder extend the possibilities of this simple confection on a stick.

## AWARDS BANQUET

At a celebratory evening banquet, tour hosts, sponsors, convention hosts and Candy Clinic winners were recognized. In addition, the annual Presidents Award from outgoing RCI president Terry Hicklin of *Candy House Gourmet Chocolates* was given to three immediate past presidents for their help and comradery over the past several years of change in the organization — David Jones (*Hansel & Gretel Candy Kitchen*), Mike Koch (*Morley Candy Makers/Sanders Candy*) and Fran Cox (*Dorothy Cox's Candies*). Then Kelly Brinkmann, RCI's executive director, presented Hicklin with a

plaque recognizing that there is truly “something about Terry” with his ingenious marketing ideas, menu approach to education and intense involvement in the community. The organization has been fortunate to have had his leadership, she said.

Outgoing board members were acknowledged at this gathering: John Zima (*Merckens/ADM Cocoa*), Jerry Swain (*Jer’s Handmade Chocolates*), Susan Palkon (*Reily’s Candy*) and Jeff Birnn (*Birnn Chocolates of Vermont*).

Incoming president Jason Coblenz (*Coblenz Chocolate Company*) also shared about the excitement of seeing the association becoming better and better with the recent completion of a strategic plan and increased communication options in place. He highlighted the option of participating in online discussion emailing list (three categories — marketing, business owners or chocolate production) to ask questions of peers in the industry. Coblenz also encouraged RCI members to share their knowledge and experience.

### RCI Reconnect in Hawaii — Oahu

Approximately 50 RCI members continued the convention experience with a trip to Hawaii immediately following the San Francisco event. Several confectionery-related tours were enhanced by visits to places that few tourists would find.

### Menehune Mac

Founded in 1939, Menehune Mac is now operated by siblings Neal Arakaki and Susan Morita. Systems are in place in the facility to incorporate 11 hand-dippers, Hawaiian-grown macadamia nuts and a box-wrapping machine. Samples are on offer throughout their retail space, in addition to other products from Hawaii.

### Hawaiian King Candies

Hawaiian King Candies was founded in 1978 by Duty Free Shoppers to provide Hawaiian-grown macadamia nut-based chocolates and cookies to retail operations throughout the Pacific basin. In 2010 Bric-A-Brac became the new owner of Hawaiian King Candies. The company’s products are available at DFS shops located in Pacific-region airports such as Hawaii, Guam, Singapore, Sai Pai and Mum-

bai. Their clientele are willing to pay for quality confections. Because the owner shares profits with employees there are many motivated, longtime workers at Hawaiian King. One just recently retired at the age of 84. The factory includes a panning room and a moulding line.



Patrick Haddad hosted the RCI Reconnect group at Hawaiian King Candies. His son owns the company.

### Waialua Cacao Orchard and Sugar Mill

A highlight of the event for chocolatiers was the active cacao plantation. Waialua Estates Hawaiian Cacao began as an experimental crop, part of Dole food company’s diversified agriculture program in 1996. The 18 acres on the North Shore of Oahu are home to a small but thriving orchard. The field had been neglected for

### Bornhofft Award

Retail Confectioners International (RCI) presented the 2012 Henry J. Bornhofft Memorial Award to **Dennis Witzel** at the convention.



Dennis Witzel at a cacao orchard during RCI’s Reconnect in Hawaii.

Witzel has been in the chocolate business for more than 40 years. He has worked for the Nestlé Chocolate Division, Cargill Cocoa & Chocolate and Linnea’s Cake & Candy Supplies. He is a retired member of RCI and has been associated with the Western Candy Conference, the West Coast chapter of AACT and has attended the French Pastry School. He has also served on the instruction team for RCI’s Chocolate Boot Camp and served a term on the RCI Board of Directors.

Each year, the RCI board selects a supplier member of the confectionery industry to receive the Henry J. Bornhofft Memorial Award at the annual convention in June. The recipient is a person who has made numerous contributions to the confectionery industry.

## RCI annual convention 2012



Derek Lanter showing some of the different types of cacao pods at Waialua Estates.

several years but in 2005 its restoration began and samples from the first harvest were sent to Guittard Chocolate Company for assessment. This partnership has combined the knowledge of a long-standing chocolate supplier with the fresh approach of a relatively new grower.

Oahu is on the northern edge of cacao's typical growing area, so there are some challenges. The sun is intense in Hawaii but not in the same way as on the equator. Single-origin chocolate from Hawaii is expensive but there is high demand for it. Gary Guittard has urgently advised Waialua Estates to "Plant more trees."

The RCI visitors were able to tour the former sugar mill area where now cacao is brought to be processed: cut open, fermented and dried.



Taking turns, half of the RCI Reconnect group at Waialua Estates while the other half sampled Boudar's chocolates.

### Melanie Boudar of Sweet Paradise Chocolatier

Melanie Boudar is a founding member of the Fine Chocolate Industry Association. She prepared and shared samples of her chocolate confections in cooperation with Guittard and Waialua Cacao Orchard. Boudar considers Hawaii blessed with this specialty product (cacao) that is locally grown and easily marketed. Her former career was in gems and jewelry so when she became a chocolatier she added bling to her products, sometimes with transfer sheets, sometimes with fingerpainting colored cocoa butter and sometimes with add-ons such as sea salt. □

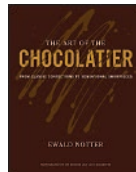
## Selected Confectionery Books

### Chocolates & Confections



By Peter P. Greweling  
Fundamental information for the confectioner includes ingredient function and use, chocolate processing, and artisan production techniques.  
388 pgs. US\$65

### The Art of the Chocolatier



by Ewald Notter  
This book provides information on the basics of chocolate and ingredients used; a list and explanation of essential equipment needed; a thorough description of basic techniques; recipes and instructions for producing chocolate pieces, from simple ganache to chocolate flowers and assembling three-dimensional figures. Amazing photos for almost every recipe.  
407 pages \$65/copy

### Fine Chocolates, Great Experience



By Jean-Pierre Wybauw  
More than 100 original chocolate recipes are described in detail and illustrated with superb photographs.  
228 pgs. US\$105

### Fine Chocolates 2, Great Ganache Experience



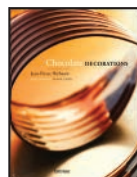
By Jean-Pierre Wybauw  
A myriad of applications, techniques, tips and recipes to creatively process ganache into pralines, all illustrated with photographs.  
205 pgs. US\$105

### Fine Chocolates, Great Experience 3, Extending Shelf Life



By Jean-Pierre Wybauw  
This book deals with the most frequently used raw materials and explains how they impact the quality and shelf life of pralines.  
223 pgs. US\$105

### Chocolate Decorations



By Jean-Pierre Wybauw  
More than 100 original chocolate decoration techniques, explained with clear action images.  
200 pgs. US\$105

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