



Celebrating 100 Years of Leadership in the Confectionery Industry

Seminar Program, September 9-11th, 2018 Philadelphia Candy Show, Hershey, PA

Welcome to new and long-time visitors of the Philadelphia Candy Show! This edition of our educational series offers programs that will teach you about trending ingredients, learn new marketing and promotional ideas and, in general, help you grow your business! We look forward to seeing you in September!

Sunday, September 9, 2018

9:45am-10:15am Philly Candy Show Welcome

*Building on the success of previous Chocolate 101 seminars, **Joe Crevino**, has crafted an orientation program to support your best success. Joe has built various businesses over the years, and he is interested in helping you meet your goals at the show. Whether you visit for one day or all three, attendees of this class will have advisor support with regard to education, procuring product, and networking with members of RCAP.*

10:30am-11:15am How to Recoup Value from “Goofs” off the Line

*We all have had them but do you know what to do with them? Come and hear tips and tricks from an expert! **Joe Sofia** spent his first 18 years in the confectionery industry working for Nestle USA in engineering, product development, manufacturing, and sales of bulk Peter’s Chocolate. He came to Cargill when Nestle sold the Peter’s brand and has been with Cargill Cocoa & Chocolate the past 14 years, working in sales and as their chocolate specialist.*

11:30am-12:30pm Bean to Bar Demo

*Presented by **Cocoa Town, Dr. Balu M. Balasubramanian and Ms Andal Balu** In this demonstration participants will see the different steps used in bean to bar, small batch craft chocolate production. The three-day chocolate making process is compressed into one hour, as attendees are exposed to each processing step including roasting, cracking, winnowing the beans and finally grinding the nibs to chocolate liquor. Attendees will also learn how to make chocolate in their kitchen with minimum investment, using alternative tools.*

1:15pm-2:15pm Scaling Up Production

*Join Chef **Charles Niedermeyer**, 2017 **Top Ten Pastry Chef of America**, chocolate expert, and instructor at **Pennsylvania College of Technology**, for a discussion of important considerations when expanding your production capabilities. Extending shelf-life is a vital component to growing the business. Instruction will focus on formulation, handling practices and storage of various chocolate confections.*

2:30-3:30pm Chocolate and Island Breezes-Chocolate and Rum Pairing

*Kick back and enjoy a relaxed approach to the rich, complex flavors found in these sultry pairings. Learn about strategic partnering through collaborations that elevate your brand. Presented by **Laura Tornichio, Guittard Chocolate Company**, and featuring Cane Land Rum. (You must be 21 years of age to attend this seminar.)*



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Monday, September 10, 2018

9:45-10:15am Philly Candy Show Welcome, Section II. This follow up to Sunday's class is your opportunity to check in with **Joe Crevino** and team to help evaluate the progress of your plan; and for new visitors to create a quick-start strategy for accomplishing their goals at the show. Whether you visit for one day or all three, attendees of this class will have advisor support with regard to education, procuring product, and networking with members of RCAP.

10:30-11:15am Cocoa is more than Chocolate- Starting a Cocoa Related Business
Presented by **Dr. Balu M. Balasubramanian and Ms. Andal Balu of Cocoa Town**, this is a detailed presentation of opportunities for starting a cocoa related business. From handicrafts and paper making to chocolate, different parts of the cocoa tree provide the components for unique businesses. Learn the diverse options with examples from around the world. Both seasoned and aspiring entrepreneurs can build a strong business while lifting the cocoa farmer's economic status.

11:30am-12:30pm Sweet Intelligence – Sugar, what is its purpose and do we need it?
Consumers are more health conscious than ever; but sometimes want to have their cake and eat it too! This panel discussion explores the importance of both function and flavor attributes of sugar in confection; and considerations for using other sweetening alternatives including honey, coconut sugar, and sugar substitutes like Zusto. Join us for an energetic conversation about sweetening power.

1:15-2:15pm Ganache Slabbing with Pate a Fruit; Making Confections using a Confectionary Guitar Cutter. This program presented by **Brian Donaghy and Tomric Systems**, takes attendees through the process of manufacturing pate de fruit (jelly), ganache, and slabbing them both into one delicious, layered, confection. Use of the confectionery guitar in creating this piece of candy will be demonstrated.

2:30-3:30pm Who Knows Current Food Trends? Hear me, See me, Touch me...Join Rose Potts of Blommer Chocolate Company for a deep dive into the current trends that are all about me (the customer) and my multisensorial experience. We'll discuss the customer's perspective as it translates into what's hot at your candy counter. How do you stay on top of trends? When do you jump on the bandwagon vs. sticking with your tried and true products? This conversation will center around converting trends into concepts, featuring prototypes to taste and experience.



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Tuesday, September 11, 2018

9:45-10:15am Philly Candy Show Welcome, Section III. This follow up to Sunday and Monday's class is your last chance to check in with **Joe Crevino** regarding your goals at the show. Whether you visit for one day, or all three, attendees of this class will have advisor support with regard to education, procuring product, and networking with members of RCAP.

10:30-11:30am Falling Out of Love with your Brand? Diagnosing and Fixing this Key Relationship. Join entrepreneurs, **Katie and Peter Kelly of Anchor Toffee**, as they share their journey of creating a great product, expanding with line extensions, then doing the hard work of repositioning the brand that they loved... Attendees will learn their strategy, while evaluating their own business goals.