it's all about the cocoa
Innovation in Chocolate
So what!!

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What are we going to cover in this session?

• A bit of history.
• A bit about Hotel Chocolat.
• Our Values and how they inform Innovation.
• Why this is important.
A Very Brief History of Hotel Chocolat

• Started by Peter and Angus e-tailing in 1994
• Opened our first store in 2004
• Cocoa growers from 2006
• Now over 110 stores in 5 countries
Our Mission and Values

• To make the best chocolate on the planet

• To make great chocolate available to everyone
Our Values

• Originality
• Authenticity
• Ethics

Cocoa tea, made from recovered cocoa shell
Value 1. Originality

- Right from the start we never played by the rules
- Milk chocolate at 40% cocoa solids
- Ridiculously thick Easter eggs
Value 1. Originality

• The first single-côte chocolate
• Supermilk high-cocoa milk chocolate
• We even put white chocolate in our mashed potato
Value 2. Authentic

• Grow and make our own chocolates
• Product differentiation
• Engaging with customers
• Three-step edit

made with real chocolate, cream and vodka
Value 2. Authentic

• Grow and make
• Product differentiation
• Engaging with customers
• Three-step edit
Value 2. Authentic

- Grow and make
- Product differentiation
- Engaging with customers
- Three-step edit
Value 3. Ethical

- Farmers
- Reducing waste
- Packaging
  Recyclable
  Return to store
Value 3. Ethical

- Farmers
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Compostable packaging from sugar cane
Connecting the Dots
Rabot, Saint Lucia

• Plantation and resource to farmers
• Luxury resort
• Engagement and story telling
• Cocoa cuisine
Connecting the Dots
So What?

- Doing the right thing; consumer quality and ethics
- Creating a premium product that is highly valued
- Sharing the story with consumers
- Creates product value
Connecting the Dots
So What?

• Vertical integration
• Managing costs
• Simplified supply chain
• More value to share with fewer people
More value, shared with fewer people.

Allows us to do more in a sustainable way.
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