

The Chocolate Challenge

Calling all chocoholics – this event is simply heaven! Working in teams delegates get to make their own box of chocolates. And along the way they can eat as many as they like.....can't be bad!

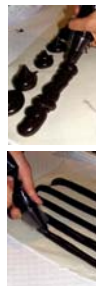
The event starts off with a briefing by a professional Chocolatier. He / she will explain the finer arts of how the professionals make their chocolates. There will also be a quick tour of the equipment & ingredients.

Once the briefing is over, the delegates are split up into teams and presented with the challenge. Each team then has approximately one hour to:

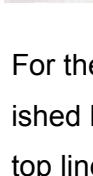
- Create a unique box of hand-made chocolates.
- Design and create unique packaging
- Define a marketing strategy exploring who will buy their chocolates, from where, for how much, etc.
- Prepare, perform and (time and budget permitting) record a TV commercial with jingle.

So there is lots to do in little time and resource allocation is crucial. It's time to roll the sleeves up and start making chocolate!

The process starts with a base mix of melted chocolate, which is kept temperate in a 'Bain Marie'. Working with the mix – teams must decide what special ingredients to add. (Tia Maria, Praline, Ginger and many other flavours are available.)

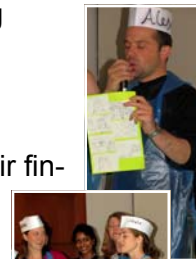


The chocolates are piped out in 'logs' or dollops. To finish them, teams can either dip their truffles in a different chocolate mix to create a crispy shell or roll them in icing sugar, cocoa powder etc.



For the finale each team presents their finished box of handmade chocolates, a top line marketing strategy and their TV commercial.

YUM!



96 West Yard
Camden Lock Place
London. NW1 8AF
Tel: 020 7267 3646
Email: admin@poissonrouge.co.uk
web: www.poissonrouge.co.uk