



CLUB CHOKOLATE

**How to choose the perfect
chocolate bar for you**

Step-by-step guide for beginners

How do you enjoy the goodness of life? Maybe hosting a dinner at home, reading a book with your kids, having a morning run every day, or enjoying a piece of bean-to-bar chocolate?

If you're one of those people that also enjoy a sweet treat every other day... Have you ever wanted to share a chocolate bar with your loved ones, but didn't know which one to choose?

This is a simplified guide that'll accompany you through some aspects of a chocolate bar you need to know. It will help you find the one that fits your personal likes without being stuck in an online store for hours, trying to decide which one to buy.

Difficulty level: **Beginner**

The only thing you need to use this guide is to love chocolate. Everything else it's here!



PERCENTAGE OF CACAO

How sweet is your tooth?

Percentage of cacao refers to the total cacao content in the bar, including cacao butter and cacao solids. The higher the percentage, the more intense (and usually less sweet) the chocolate bar will be. It's up to you.

Here's a chart that can help you



+75%

Pure. Less sugar,
bitter



70% - 74%

Dark. Intense flavor
and aromas



55% - 69%

Medium dark, not too bitter.
Might content milk

In our shop, you can find this exact same order based on the percentage of cacao, to choose the one of your preference. If you want to check it out, click on the categories above.

Special note: you don't have to lock yourself to only one type of chocolate. It might change with your own mood. Some days you might want to have something sweet and someday you might want to have something bitter.

Always remember to have fun trying, be bold!



ORIGIN

Where do the cacao beans to make the chocolate come from?

The country and region where the cacao beans were grown and harvested affect the chocolate bar's flavor.

Although cacao beans can only grow in tropical regions, that includes many countries in different continents. Climatological conditions and soil differences have a direct impact on the flavor of the beans.

If you're curious about one specific origin, no matter if you listened about it in a podcast or saw it on social media. We would highly recommend you go and try it, maybe you'll find your new favorite chocolate.

If you're uncertain, here's a little chart that can help you choose, whether you want a fruity, smoky/earthy or nutty flavor.

FRUITY	SMOKY	NUTTY
Madagascar Hawaii Brazil Vietnam	Papua New Guinea Sao Tome Mexico Peru	Venezuela Brazil Dominican Republic Ecuador

At Club Chokolade, we gather 10+ different cacao bean origins. They're all available at our online shop. We are regularly adding more, so let us know if you would like a specific country of origin or check back often for updates.

[CLICK HERE](#)

Special note: this chart is just a guide based on what is usually found in those countries. But you might discover some different and exciting flavors since each harvest is unique and so its beans.



PRICE

How much to spend on a chocolate bar?

Prices may vary between \$5 to \$20. However, it depends on what you're looking for.

If you want a specific bar, you can buy a full-sized one and eat one or two pieces at a time, enjoy it slowly.

If you still can't decide, you can buy small sized bars or two or three from the less expensive ones, so you get to taste more.

Many bean-to-bar chocolate distributors have subscription plans or boxes for which you pay a fixed fee and get an enjoyable and delicious combination of bars.



For instance, we at Club Chokolade created a three-bar dark chocolate gift box. This set brings the best of Venezuelan gourmet chocolates; it is perfect for enjoying yourself or for giving away as a gift.

[CLICK HERE](#)

Special note: there's no overprice in the bean to bar chocolate business. Farmers must overcome complicated situations to keep the production going, such as bureaucracy, low income, and expensive supply chains. It is a privilege that for an affordable price, you get one of the very **BEST** chocolate in the whole world (for real).



BONUS

Here's a hack if you want to make sure you're getting the best of the best. Choose a bar that has already been awarded by the connoisseurs in this industry.

These are three of the most relevant **awards** to the bean to bar chocolate movement. You can check out their websites and take a look at the winners this year to make your final choice.

International Chocolate Awards

www.internationalchocolateawards.com

Independent competition that recognizes excellence in fine chocolate making and in the products made with fine chocolate.

Academy of Chocolate Awards

www.academyofchocolate.org.uk

Association that promotes the understanding and enjoyment of fine chocolate. They want to bring the opportunity to enjoy chocolate as many people as possible.

Good Food Awards

www.goodfoodfdn.org

They aim to support makers creating tasty, authentic, and responsible food.



Now you're all set to go and buy
chocolate bars by yourself!

But if you still have ANY doubt or question,
please contact us, and we'll be happy to help.

Let's share the goodness of life



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www.clubchokolade.com