



Chocolate Facts

Did you know.....

(Source: 'Chocolate Confectionery Report', Feb. 2004 'The Gourmet Retailer' magazine)

1. Chocolate has been proven to be healthy when eaten in moderation. Is there evidence that chocolate helps:

- a. High blood pressure
- b. Depression
- c. Pre-menstrual syndromes
- d. Tumours
- e. All of the above
- f. No way - it's only healthy for your taste buds

Answer: e

2. Fact: US population growth of 4.3% is predicted for 1998-2008, while chocolate sales are projected to increase 13% during the same time. In other words, **chocolate consumption is rising 3 times as fast as the population.**

3. What do people prefer – dark, milk or white?

- In a recent U.S. poll, 2/3 surveyed said they like milk chocolate, 37% preferred dark chocolate, 26% favoured white chocolate (Obviously some people could not pick a favourite and chose more than one! Ah....how can you choose??? Or as seen on an original West Coast Chocolate Festival t-shirt: 'To love chocolate or not to love chocolate. Is this really a question??')

4. What kind of chocolate do men prefer? Dark chocolate.

5. Fact: U.S. firm Dean & DeLuca in US stocks **world's first chocolate identified by a 'vintage' year** – Valrhona Chuao, made with cacao beans grown in a single region of Venezuela.

6. What country is the top exporter to the U.S. chocolate market?

- a. Mexico
- b. Netherlands
- c. France
- d. Canada
- e. Ireland
- f. No foreign chocolate can get into the U.S. because of the Patriot Act.

Answer: Canada!

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7. Background: Chocolate tastings are on trend across the US, just as olive oil, cheese and wine tastings helped define those categories. Consumer preference for dark chocolate has increased, and flavour combinations are popular (pairing chocolate with licorice, cinnamon, peppercorns, ginger, etc.) Chocolate is becoming the next gourmand experience.

Consumers would rather have better quality and less quantity. They're also looking for Fair Trade products and organic varieties.

For more information: Linda Baker, West Coast Chocolate Festival 604-939-8068