

TAKE A SPIN ON THE FLAVOR WHEEL

Take the wheel when it comes to communicating the flavors in your confections with customers and staff.

Chocolate is one of the most craved flavors in the world and most of our customers have very strong feelings about their favorite pieces of chocolate. However, if you ask them to describe what their favorite chocolate tastes like, they may have trouble articulating it.

In an effort to be able to communicate within our own company or ultimately with the customer, it is good to follow some suggested protocols.

Suggest to your customer that they start tasting with the mildest flavor profile first, based on what you know about your product. General suggestions would be to taste white chocolates first, then milks and then darks.

You may want to arrange the tasting into flights and provide ballots such as when tasting at a winery. Start with a flight of whites, then milks then darks.

The mildest to the most intense in each group should be tasted. A higher cacao mass may provide more intense flavors as in most cases more chocolate liquor is used in the formulation.

This is not always true as the intensity of the flavors is highly influenced by the cacao bean type. Typical American milk chocolates that have less than 34% cacao mass unless otherwise stated. Typical American dark chocolates that do not call out a number as to their cacao mass will be in the 50% range. Higher cacao mass darks would be 60% on up.

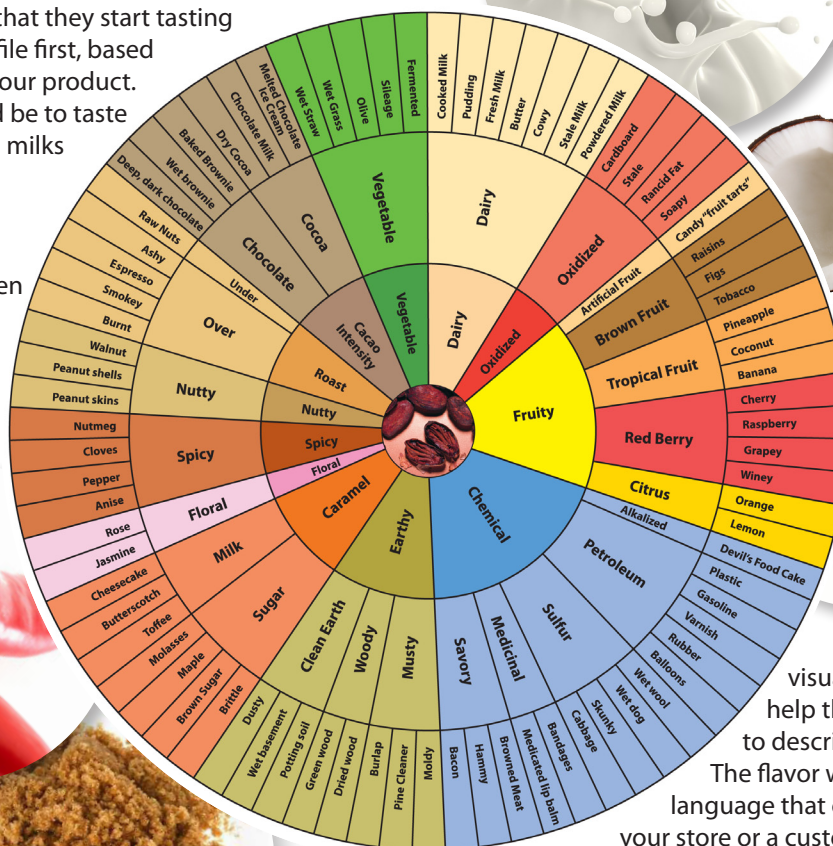
You may then provide a reference such as the Blommer Chocolate Flavor Wheel (pictured above) as a tool to guide the tasters to think about general categories of descriptors while they are tasting.

Therefore, the taster should start at the center of the wheel with the more general categories and ask themselves : Am I tasting fruit ? If so , go further out the wheel to identify what kind. Am I tasting

brown fruit? If the answer is yes, the taster would go out further on the wheel to decide what particular brown fruit that they may be tasting such as raisins or figs.

This flavor wheel is a visual prompt for the taster to help them come up with words to describe their favorite chocolate.

The flavor wheel provides a common language that can be experienced in your store or a customer can set up their own tasting at home with their friends.



Blommer Chocolate Co.
Wheel of Flavor © 2009

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