

# COCOA RUNNERS



## OVERVIEW OF COCOA RUNNERS CORPORATE VIRTUAL TASTING

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### 1. OVERVIEW OF TASTING

Over the last decade, the world of chocolate has embarked on a revolution similar to that experienced by coffee in the 90s. All around the world – from Brooklyn to Budapest, Woodstock to Warsaw and San Francisco to Saigon – artisan chocolate makers are crafting decadently delicious chocolate by managing every stage from “bean to bar”. For these makers and growers less is more. Fewer additives. Fewer processes. Just a focus on handcrafting sublime flavours from the best beans.

Cocoa Runners was set up over 7 years ago as a discovery service to find the very best of these craft chocolate bars from all around the world, and now has a “library” with over 1000 bars from over 150 makers for sale. Cocoa Runners also offers interactive virtual Craft Chocolate tastings to introduce you to these chocolates via a tutored virtual chocolate tasting of 8 to 10 different bars.

During the tasting we’ll explore the **difference between taste and flavour**, the impact of mouthfeel and texture, we’ll delve into the **story behind each bar** and take a whistle stop tour of the **history of chocolate** - up to the present day.

And you’ll discover why craft chocolate tastes better, is better for you and better for both farmers and the planet.

As we’re tasting the chocolate, everyone will be encouraged to input any flavours, tastes, textures and sensations they get into Menti.com (on a second device) – and together we’ll see what everyone is tasting in real time. And by the end of the presentation you will have started to understand, and even refine, your palate.

Towards the end we’ll also hold an **open Q&A and an interactive quiz** (chocolate prizes to be won!) on Menti.com

The whole session **lasts about 1.5 hours**, and will be hosted by a Cocoa Runners chocolate expert.

*We are happy to host tastings on our own Zoom account (we can host up to 400 people), or we can work with you to use Google Meets, MS Teams, Webex, etc.*

## 2. PRICING OPTIONS & LOGISTICS

### 1. CHOCOLATE KIT OPTIONS (AND PAIRINGS)

- a. Pair Kit (mainly comprising of taster bars) | £18.95 inc. VAT
- b. Family Kit (full-sized bars) | £34.95 inc. VAT
- c. We also offer options for Wine & Chocolate, prices range from £49.95 - £59.95. Please note that we CANNOT ship wine outside the UK (although we can advise on wines to be tasted “alongside”)
- d. We can also offer other bespoke options (inclusion of other materials, thank you cards, etc.). Please enquire separately

### 2. OTHER COSTS

- a. The minimum cost of a Private Chocolate Tasting is £420 inc. VAT
- b. This includes the £120 (inc. VAT) fee for the Private Tasting and the minimum cost of the chocolate which needs to reach £300 (i.e. 16 Pair Kits, or 9 Family Kits)
- c. This fee is to cover upfront administration costs and also covers 1-2 prizes for the quiz. It does not include logistical support, inclusion of extra materials, etc.
- d. Payment is required upfront, and in full, to secure a slot and start to order. If you need to add more recipients (or reduce numbers), we will respond as quickly as we can
- e. Please either pay by bank transfer (no extra costs) or via credit card on the website (a 3% surcharge will be applied)

### 3. ORDERING

- a. We STRONGLY recommend that the individuals place their own orders (with a coupon that discounts the product to zero and can grant free shipping), as this means that they can track delivery, contact their local delivery partner, etc.
- b. If you want to place orders on their behalf, that too is an option. But it may make “chasing” orders more problematic (see shipping below)

### 4. SHIPPING LOGISTICS

- a. For international corporate tastings we sell the chocolate “ex-warehouse”, and then we will separately contract the logistics for international orders. Please note that we cannot unfortunately guarantee delivery times or reliability for international orders; this is contractually between you and the delivery partner
- b. We will do our best to support you but please be aware that once the items leave the warehouse, most post offices insist on talking to the recipient rather than our warehouse
- c. If something goes awry and replacements need to be sent out, claims need to be made, etc. we will do our best to support you. But we will need to charge for new boxes and extra delivery costs may be incurred

### 5. SHIPPING COSTS AND TIMELINES

- a. Within the UK our “baseline” shipping costs £3.95 inc. VAT. via a 2-3 day RM tracked service; this can be upgraded to “next working day”, but orders need to be placed (and paid for) before 11 am the day before and we work here on a “best efforts” basis
- b. International shipping costs and timelines vary depending on location. For indicative purposes:

- i. Mainland Europe starts at £9.95 per box and takes 3-5 working days minimum
- ii. The US costs £19.95 and takes 5-15 working days on average, and sometimes longer (especially during peak season)
- c. We can arrange for your international orders to be shipped via a number of services including the Royal Mail, DPD and DHL. Please note that for international orders there may sometimes be customs charges and delays
- d. Wine & Chocolate kits require shipping via DPD which costs £7.95 (and is only available for the UK). We CANNOT ship wine outside the UK (although we can advise on wines to be tasted “alongside”)

## 6. SUGGESTED NEXT STEPS

- a. Attend a regular public tasting. These are held every Wednesday, and you can sign up via the website (<https://cocoarunners.com/calendar/>) -- attendance is free of charge (if you want a chocolate kit, see here: <https://cocoarunners.com/shop/by/events/virtual-chocolate-tasting/>)
- b. Confirm the number of participants, their locations, which chocolate kits, and date & time of the tasting
- c. Prepay for the above confirmations (either via an online payment link or invoice)
- d. Send the below **template email to invitees** as they will need to order their own kit via our website (alternatively, someone on your end can order each kit). Note: for UK shipments we recommend a minimum of a working week for orders to be placed and delivered, and for international orders this needs to be 2 weeks for Europe and 3-4 weeks for US and ROW.
- e. We can track the usage of your personalised coupon code. This means you can see who has ordered and if you need to do another ‘push’
- f. Ahead of the tasting (typically on the same day), we email all the guests with the Zoom link details

### 3 TEMPLATE EMAIL TO INVITEES

Hi

We'd like to invite you to a Craft Chocolate Tasting on **[insert date]** at **[insert time]**. The session will be held over Zoom, hosted by Cocoa Runners, and ahead of the session you'll need to order your Craft Chocolate Tasting Kit from the Cocoa Runners website.

Please see below for details:

- i) Order your chocolate kit [here](#) and make sure to use the coupon code **[insert coupon code]** at checkout. Please order your chocolate as soon as possible.
- ii) Make sure you also opt for the "**free shipping**" option.
- iii) Once you've ordered the kit - we'll reach out directly with the Zoom link!

Please note: make sure your order is completely FREE before you press "Pay Now".

#### What's Inside the Tasting Kits?

1. There is no gluten, nuts or alcohol included within the selection of bars we send out
2. However two bars do contain milk

In preparation for the tasting, make sure you have a glass of water (and wine or beer) to hand, plus some coffee beans, if you have some around (all will be explained). It would be great if you could bring along a second device too (mobile, tablet etc.)

If you have any questions, please reach out directly to [harmony@navigatorcommerce.com](mailto:harmony@navigatorcommerce.com).

We look forward to seeing you there!

## 4 CLIENT TESTIMONIALS

*“**Brilliant and Insightful!** Would definitely recommend it, we had a lot of fun!”*

*“Thank you for going **above and beyond on the logistics** and for delivering a very **insightful and engaging session!** We had a wonderful time!”*

*“A really **fun and informative tasting** with a host whose passion and excitement about craft chocolate was infectious.”*

*“What a great idea. A **fantastic way to get together with your company over Zoom**, I would highly recommend.”*

*“**Excellent experience.** There is a saying that every day is a school day, I learned a lot about chocolate production during the tasting. It was informative and delivered with enthusiasm.”*

*“Well done all, super client feedback in my breakout [group], I’m delighted. Please pass on my thanks to anyone and everyone involved in deciding on this as an event- it was terrific.”*

*“It was a very enjoyable experience and now feeling high on chocolate. Greatly appreciated.”*

*“It was brilliant. Creative. Interesting. Social. Informative. Delicious.”*

*“Many thanks for inviting us to the chocolate tasting. Fantastic idea and really enjoyable!”*

*“This week was quite hectic and yesterday I really enjoyed this hour being “now and here”. New energy fulfilled me. When remembering chocolate tasting, I’m still smiling. I really have taken some lessons to learn – up to now I was relying more on % of cocoa and also price. Spencer opened eyes that 85% organic dark chocolate does not mean always what we want to expect. Looking on labels, labels, labels.*

*“The presenter certainly knows “chocolate” and his knowledge sharing was most entertaining and enlightening. Despite my love for chocolate, he certainly highlighted my lack of familiarity of what goes into a making a good chocolate.”*

*“Thank you for the invite to a memorable event which was very entertaining. It was definitely an interesting hour of indulging in excellent chocolate.”*





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## EXAMPLE OF FAMILY BOX (£34.95)

