

COCOA RUNNERS



OVERVIEW OF COCOA RUNNERS CORPORATE & PRIVATE VIRTUAL TASTINGS

Chocolate, Wine and More!

1. OVERVIEW OF A VIRTUAL TASTING -- AND WHY A "PALATE-ON" MAY BE EVEN BETTER THAN A PHYSICAL TASTING

Lockdown has encouraged a variety of behaviour. And at Cocoa Runners, we've been inspired by the likes of Peloton, Zwift and Joe Wicks, all having shown us how to exercise at home...

We think that Virtual Tastings can learn from the likes of Peloton. So, we've called this our "Palate-ons". We want to make Virtual Tastings more convenient. Less pressure. More personalised. More interactive. Less hassle. Less possibility of embarrassment. More fun. More inspiring. More hands-on. Less stand-offish.

We've designed our Palate-Ons with a few critical mechanics and principles in mind:

- ❑ We don't "lecture". We encourage everyone to participate via a simple interactive software accessed via your phone. All tasting notes and results are shared in real-time, and are all anonymous
- ❑ Our tastings are lead by a 'Cocoa Runner', somebody who is passionate and experienced in chocolate (ie not "hired hands")

We also pride ourselves on having a different philosophy to most other tastings. We approach tasting a bit like learning how to ride a bike:

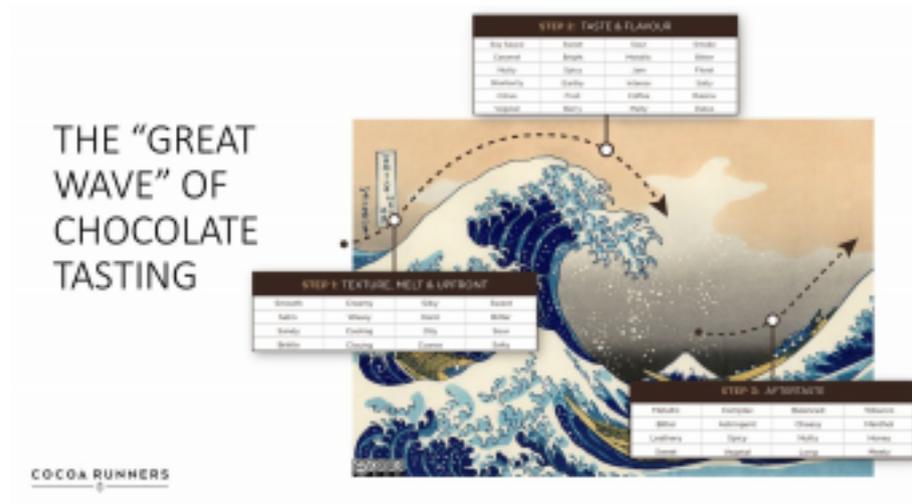
- ❑ None of us are born knowing how to ride a bike. It takes practice. Stabilisers can help. And falling off, with some embarrassment, is par for the course.
- ❑ For most of us it's an experience where we remember the good parts and acquire a fun and rewarding skill. Learning to savour craft chocolate, fine wine, specialty coffee etc. is very similar...
- ❑ None of us instinctively can articulate the tastes, flavours, textures and mouthfeel that we experience when we taste fine foods or drink. We need some basic vocabulary so that we can describe the word on the tip of our tongue

With this in mind, we work with a unique "framework" to help you here. Think of this as the "stabilisers".

- ❑ For most of our senses and experiences we've developed standardised criteria and scientific

measurements. Time has minutes, hours, years, etc. Distance has miles (or kilometers). Weight has kilos (or pounds). Sound has decibels (and pitch, rhythm, frequency, tone, etc.) Temperature has Celsius (or Fahrenheit or Kelvin). Colour, since Newton and his prisms, has wavelengths to describe red, yellow and even stuff we can't see

- ❑ Food and drink are different. They are about flavour, taste and texture. Judgements are a lot more subjective, after all unlike when we see or hear, when we eat and drink we are doing more than "observing"
- ❑ Disentangling what we enjoy when we drink and eat is incredibly complicated. To quote Professor Barry Smith of London University “.. **what we ordinarily call ‘taste’ involves input not just from the tongue, but from touch and smell. .. The experience often described in unisensory terms as ‘taste’ depends on the multi-modal combining of inputs**”. By this he means that when we delight (or not) in food it is all about our sense of taste, smell, texture and a few other senses (e.g., spiciness). Untangling these is part of the problem. And part of the fun.
- ❑ So to provide a framework, and some vocabulary, we've developed the “Craft Chocolate Great Wave” with Professor Barry Smith, James Hoffmann of Square Mile Coffee and Rebecca Palmer of Corney & Barrow Wines. These three all have years of tasting experience. And they are all very articulate and passionate, and have put in the hours to acquire this fluency -- see here.



SUMMARY

So if you join a Cocoa Runners Craft Chocolate tasting, here is what you can expect over the 60-90 minutes:

- ❑ We'll start by asking a few warm questions to get you used to using Menti.com (the interactive software we use)
- ❑ We'll explain how to savour chocolate and explore the **difference between taste and flavour** (we use a couple of sensory tricks here)
- ❑ We'll taste 8-10 chocolates, using these to explain how flavours, tastes and textures are generated as we'll as unwrapping the **story behind each bar**
- ❑ During the tasting everyone will be encouraged to input any flavours, tastes, textures and sensations they get into Menti.com -- see below for an example

3. OTHER COSTS

- ❑ The minimum cost of the Chocolate Kits (for a private booking) needs to reach £300 (excl. shipping)
 - ❑ This is, for example, at least 15 Pair Kits or 9 Family Kits (you can mix & match)
- ❑ We charge £120 (inc. vat) for a Private Tasting (this is in addition to the costs of the kits and postage)
 - ❑ This fee is to cover upfront administration costs, the 90 minute tutored session and covers a prize for the quiz. It does not include logistical support, inclusion of extra materials, etc.
- ❑ Payment is required upfront, and in full, to secure a slot and to start ordering. If you need to add more recipients, we will respond as quickly as we can
- ❑ Please pay by bank transfer (no extra costs) or via credit card on our website CocoaRunners.com (a 3% surcharge will be applied)

4. ORDERING

- ❑ We STRONGLY recommend that the individuals place their own orders via CocoaRunners.com (with a coupon code that discounts the product to zero and can grant free shipping). This means that they can track their own delivery, contact their local delivery partner, etc.
- ❑ You can also place the individual orders on behalf of the recipients. But you will be responsible for inputting the correct details at checkout and “chasing” orders

5. SHIPPING LOGISTICS

- ❑ ALL shipments will be sent via Royal Mail Tracked (or Royal Mail Tracked Overseas) unless otherwise specified
- ❑ For international private tastings we sell the chocolate “ex warehouse”. We separately contract the logistics for international orders. Please note that we cannot guarantee delivery times or reliability for international orders; this is contractually between you and the delivery partner
- ❑ We will do our best to support you should anything go wrong, but please be aware that

once the shipments have left our warehouse in Devon, most post offices insist on talking to the recipient rather than us (the seller)

- ❑ 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. We will charge for any replacements made or if any extra delivery costs have been incurred

6. SHIPPING COSTS AND TIMELINES

- ❑ Within the UK we ship via Royal Mail Tracked 48, this costs £3.95 inc. vat. This can be upgraded to “next working day”, but any orders will need to be placed (and paid for) before 11 am the day before. We always work to a “best efforts” basis
- ❑ Any shipment containing wine requires a DPD service, which costs £7.95 inc. vat. We CANNOT ship wine outside the UK
- ❑ International shipping costs and timelines vary depending on location. For indicative purposes:
 - ❑ EU and ROW starts at £14.95 via Royal Mail Tracked Overseas
 - ❑ 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
- ❑ For UK shipments we recommend ordering at least a week before the tasting. For international orders, we’d recommend at least 2 weeks for Europe and 3-4 weeks for North America and ROW

7. MECHANICS

- ❑ We can host the private tasting on our company Zoom account, but we’re also open to using Google Meet, Microsoft Teams, Webex etc.
 - ❑ Please note that if we may not be able to use our Zoom if we’re already hosting another tasting
- ❑ Unless specifically requested (and consents granted) we do NOT record sessions

8. OPTIONAL AND SUGGESTED NEXT STEPS

- ❑ Attend a regular public tasting. These are held every Wednesday, and you can sign up via the website (<https://cocoarunners.com/calendar/>)
- ❑ Confirm the number of participants, whether they’re UK or international, which Chocolate Kit, and your preferred date & time of the tasting

- ❑ Prepay for the above confirmations (either by bank transfer (no extra costs) or via credit card on our website CocoaRunners.com (a 3% surcharge will be applied))
- ❑ Send the below **template email to invitees (see below)** as they will need to order their own kit via our website
- ❑ We will track the usage of your personalised coupon code. This means you can see who has ordered and prompts you if you need to do another 'push'
- ❑ Ahead of the tasting (typically on the same day), we email all the guests with the "welcome" instructions and meeting link details

EXAMPLE TEMPLATE EMAIL TO INVITEES:

Hi

We'd love to welcome you to our **Virtual Chocolate Tasting** session, hosted by Cocoa Runners, on **[INSERT DAY, DATE & TIME]**. The event will be held over Zoom 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. ADD TO CART: Virtual Milk & Dark Chocolate Tasting Kit [here](#)
- ii. Enter coupon code **[TBC]** at checkout (green banner)
- iii. Tick the "**free shipping**" option

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

In Preparation for the Tasting;

- i. Once your order has dispatched, keep an eye on your tracking # should there be any issues
- ii. There is no gluten, nuts or alcohol included within the selection but there are 2-3 bars which contain dairy
- iii. Make sure you've a glass of water (and/or wine, beer etc.) to hand, plus some **coffee beans**
- iv. Bring along a second device too (like a mobile, tablet etc.)

If you have any questions, please reach out directly to

james@navigatorcommerce.com.

CLIENT TESTIMONIALS

(including Natwest, Google, Accenture, Amazon, Paypal, Shell, London Stock Exchange)

*“**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.”

