

Children's Parties

Virtual Chocolate Experiences

Discover, Taste, Celebrate!



Cocoa Runners online virtual chocolate tastings are an interactive, multisensory experience for children's parties. Our bite sized 45-60 minute virtual talks and tastings taking in the history, science and geography of chocolate. They're perfect as a hassle free option that won't be affected by last minute rule changes. What's more, they're a fun way for kids to get together with their friends and family from the safety and comfort of their own homes.

CREATING SHARED EXPERIENCES THROUGH LEARNING AND TASTING TOGETHER

It's not fair when children's parties are cancelled because of last minute changes in government restrictions. Life is tough enough for them at the moment. They need to have opportunities to have fun with their friends.

Cocoa Runners online virtual chocolate tastings offer a fun experience for children's parties. They're perfect as a hassle free option that won't be affected by last minute rule changes. What's more, they're a great way for kids to get together with their friends and family from the safety and comfort of their own homes.

While we've been holding tastings for many years, our virtual children's parties are interactive and have been created just for kids. They're a safe, moderated way for them to celebrate together with their friends in these tough times.

What's more, we take the hassle out of this for you too - we create the tasting packs, send out the joining instructions and moderate the sessions. We can even arrange party bags for each guest too!

PACK CONTENTS

1. Our Tasting Philosophy
2. The Structure Of Our Children's Parties
3. The Content We Cover
4. Pricing Options & Logistics
5. Sample Email To Attendees
6. Example box (photo)
7. Contact Us

1. OUR TASTING PHILOSOPHY

When we set about adapting our tastings for a virtual audience we agreed that we wanted to make Virtual Tastings more convenient. Less pressured. More personalised. More interactive. More memorable. Less hassle. Less possibility of embarrassment. More fun. More inspiring. More hands-on. Less stand-offish.

Every Cocoa Runners talk and tasting is structured in certain basic principles:

Our talks create a **fun environment** in which to learn about the history, science and geography of chocolate, whilst also getting to taste some bars as we go. When we do taste chocolates, they have been carefully chosen to illustrate each of the key lessons of the talk.

We don't lecture. While our talks convey certain facts and figures, our sessions are more of a seminar than a lecture. They're also super **interactive**, with participants having chance to learn from one another.

Your **safety and privacy** matters. Our sessions are held in the privacy of Zoom webinars so you control who attends. What's more, you can choose whether or not to record them or show participants' faces.

Our sessions are **led by trusted experts** who are passionate and experienced when it comes to chocolate, and who understand how to communicate with children.

We do get to taste incredible chocolates in our tasting sessions, but this is just part of the experience. We want to **place chocolate in context**. And we do this with some simple slides shared via Zoom, Teams, etc.

We pride ourselves on keeping things **approachable and inclusive**. Where we ask people to share what they taste, or to participate in a quiz, they can do so anonymously. This lets children learn without inhibition or pressure by creating a safe space for them to be open about their thoughts and experiences, and to build their confidence as we learn together.

Everyone receives the same tasting pack of chocolates. While we cannot cater to specific dietary requirements, we are able to give everyone the opportunity to **come together** to enjoy a **united tasting experience**.

3. THE CONTENT OF OUR CHILDREN'S PARTY SESSIONS

A 45min - 1h session, depending on the time taken for questions, will explore:

The History of Craft Chocolate

A quirky look at the history of chocolate. From the very beginnings in Latin America, right up to the present day. We discover where chocolate came from, how it made its journey around the world and came to be the bars we know and love today. You'll discover how industrial espionage helped milk chocolate travel to America. We even take a look into the future, and consider which parts of the world chocolate is yet to travel.

The Science Of Craft Chocolate

Ever wondered how a chocolate bar is made? Join us for this chocolate tasting and learn how many cocoa beans and bathtubs of water it takes to make a bar of chocolate. Plus, learn about the vital (and surprising!) roles played by hairdryers and hoovers in small chocolate factories. And learn about the innovations that mean that we can all enjoy smooth, creamy milk (and white!) chocolate today.

The Geography of Chocolate

A fascinating tour of the geography of chocolate. We look at the journey of chocolate around the world, from its origins in The Amazon Jungle. We talk about some unexpected places where you might find cocoa growing today, and look to the parts of the world that might yet play a part in the future of chocolate. We also look at the environmental impact of chocolate, and consider the role of climate change on the cocoa supply chain.

4. PRICING OPTIONS & LOGISTICS

1. CHOCOLATE TASTING KIT OPTIONS

- a. Select our History, Science and Geography Tasting Kit (mainly comprising of taster bars) | £9.95 inc. VAT per person (plus P&P see below)

2. CHOCOLATE TASTING KIT AND ACTIVITY KIT OPTIONS

- a. Our History, Science and Geography Tasting Kit with a Make Your Own Chocolate Bar Activity Kit | from £28.90 - again, per person (plus P&P see below)

Note: We can also offer other bespoke options (inclusion of other materials, thank you cards, etc.). Please enquire separately

3. OTHER COSTS

- a. The minimum cost of a Private Chocolate Tasting is £350 inc. VAT
- b. This includes the £50 (inc. VAT) fee for the Private Tasting and the minimum cost of the chocolate which needs to reach £300 (i.e. 31 Tasting Kits or 11 Tasting Kits with an Activity Kit)
- 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)

4. 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)

5. SHIPPING LOGISTICS

- a. For international and domestic 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

6. 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

7. MECHANICS

- a. We are happy to host tastings on our own Zoom account (we can host up to 400 people)
- b. Alternatively we can work with you to use Google Meets, MS Teams, Webex, etc.
- c. Unless specifically requested (and consents granted) we do NOT record sessions

8. OPTIONAL AND 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. Alternatively, you can attend our Children’s Tastings which will be held over February half term (see here: <https://cocoarunners.com/craft-chocolate-tasting-events/virtual-childrens-activity-events/>).
- c. Confirm the number of participants, their locations, which chocolate kits, and date & time of the tasting
- d. Prepay for the above confirmations (either via an online payment link or invoice)
- e. 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.
- f. 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’
- g. Ahead of the tasting (typically on the same day), we email all the guests with the Zoom link details

5. 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, nuts or alcohol included within the selection of bars we send out
2. However two bars do contain milk and one contains gluten

In preparation for the tasting, make sure you have a glass of water and a pencil to hand. It would be great if you could bring along a second internet connected device too (mobile, tablet etc.)

If you have any questions, please reach out directly to harmony@navigatorcommerce.com.

We look forward to seeing you there!

6. EXAMPLE BOX PHOTOS

1. Example Tasting Kit



2. Make Your Own Chocolate Bar Kit



7. CONTACT US

If you have any questions, or to reserve a date and confirm your booking please reach out directly to spencer@navigatorcommerce.com