

## Dear Ecole Chocolat Friends

Registration for our Spring sessions is in full swing and our Programs are starting to fill.

Since you are interested in our programs, we wanted to make sure that you are able to register before the program of your choice is full. Even though the curriculum is online, we do cut off registrations when we get a number over which our instructor and online tutors feel they will not have adequate time to work properly with all students. **TO ENSURE A SEAT IN THE PROGRAM** and get our Special!! Earlybird discount registration fee, you should register with your payment before the deadline indicated below.

## Spring 2011 Ecole Chocolat Programs

### **Professional Chocolatier Program**

The Professional Chocolatier Program is an intensive, part-time program in chocolate making delivered 100% online over a 3-month period. The curriculum prepares you for consistent production of fine chocolate bonbons and bars. It includes chocolate history, industry and product knowledge, physiology of taste as it relates to recipe development, master recipes and professional production techniques for bonbons and bars. As well, the program looks at the business issues of planning production and marketing.

**Special!! EarlyBird Registration Deadline is March 19, 2011**

[Click here for program dates, more details and registration.....](#)

### **Chocolate Making from the Bean**

The 2-month, 100% online Chocolate Making from the Bean program is about manufacturing your own chocolate from the dried cocoa beans. Whether you want to start a chocolate-manufacturing business from scratch or are a chocolatier who is considering making your own base chocolate for your products, this program will be extremely helpful. The curriculum covers all the issues from sourcing beans, creating your chocolate flavor profile and manufacturing dried cocoa beans into pure chocolate.

**Special!! EarlyBird Registration Deadline is April 9, 2011**

[Click here for program dates, more details and registration.....](#)

I am often asked: What is the difference between chocolate makers and chocolatiers? They need two very different knowledge and skill sets.

Chocolate makers manufacture chocolate from dried cocoa beans using specific formulas developed for each bean and equipment such as a roaster, grinder, refiner mill, conch and tempering machine. Their finished product is

pure chocolate - usually in bar form.

Chocolatiers source and blend that chocolate made by the chocolate maker(s) for specific properties and flavor profiles from which to develop recipes for their own unique bonbons, confections and bars.

Chocolatiers and chocolate makers are separate businesses while at the same time partners in the process of turning dried cocoa beans into the delicious truffles sold at your favorite chocolate shop.

The same is true in other food industries - a baker doesn't own a flour mill from which to produce flour to make her products. It is the miller who buys wheat which he mills into flour. The baker buys flour from the mill to make her cakes. The mill and the baker are two different kinds of businesses but partners in the process of turning grain into breads, cakes and cookies.

Thank you for your interest in our programs!

*Pam Williams, Ecole Chocolat*