

Student Guides: Resource Information

Seven themes are dealt with in the Cité du Chocolat Museum:

1) Awakening your senses (*Le Carré des Sens*)

The visitor is plunged into the world of chocolate: he tastes, listens to, touches it, to find out what familiar and less familiar sensations it produces.

Tool 1: Information screens

Information screens to find out about how chocolate awakens the five senses (aromas and flavours). There are 6 stations which can take 4 people at the same time.

There is the opportunity to taste **dark chocolate** from two different countries. Using the screens, you can describe and compare the tastes, as well as comparing them with other people's opinions. There is an explanation on the origins of the chocolate. You will find that the amount of cocoa has little to do with the strength of the chocolate's aroma.

There is the opportunity to taste **milk chocolate** from two different countries. Using the screens, you can describe and compare the tastes, as well as comparing them with other people's opinions. There is an explanation on the origins of the chocolate. You will find that milk chocolate can also very different flavours and the ingredients can be quite different too.



Tool 2: Tactile Game

Designed for 6-to-10-year-olds, The Cité of Chocolat's mascots—Lili and Zoco—present a game to help younger children recognise the textures of chocolate. The visitor puts his hand into a hole and then selects the corresponding ingredient; if the answer is correct a green light comes on, if it is false a red one. The textures are: soft marshmallow; bendy and elastic panacotta, other sweet things and a fine chocolate egg.



Tool 3: Audio Game

The younger visitor has a second game: after picking up headphones, he can listen to the recording, then select the image that seems to correspond to the sound he hears: if the answer is correct a green light comes on, if it is false a red one. The sounds are chocolate mousse, crunchy chocolate pearls and a slab of chocolate being broken.



2) The Recipe Table (*Le Comptoir des Recettes*)

Find out how chocolate is made: the ingredient, proportions, classic recipes and original compositions. Doesn't a secret recipe add something to chocolate?

Tool 1: Giant slabs of chocolate

The visitor finds out about the different types of chocolate (dark, milk and white) thanks to three giant slabs of chocolate with questions on them. The questions are on one side, the ingredients and the proportions of raw materials (e.g. cocoa, cocoa butter, sugar and milk) on the other. The aim is find out the differences between the different types of chocolate, as well as dispel myths about certain types of chocolate. A video version of this information is also offered for 6-to-10-year-olds.



Tool 2: The table of aromas

This tool enables the visitor to find out what other smells can be associated with chocolate. Thanks to nine jars, the visitor smells what's inside and tries to identify what the content is; the answer can be found under a leather strap. Each answer comes with an explanation and it is linked to a Valrhona chocolate. The smells are roasted hazelnuts, caramel, coffee, orange, milk, vanilla, marzipan, lemon and raspberry.



Tool 3: The shop of ingredients

This tool evokes a great spice cabinet where the huge number of ingredients shows almost endless combinations. The ingredients are in jars. The handwritten labels show where the ingredients are from and what they taste like. Which of these ingredients can be found in Valrhona's products?



Tool 4: Chocolate sweets

The visitor finds out about what goes into a chocolate sweet thanks to two famous chocolates: a fruity praline and a golden puck (*palet d'or*).



Tool 5: Multimedia station

Discover your ideal chocolate: thanks to several propositions, the visitor chooses the features he likes best to come up with a specific profile chocolate.

3) The Cocoa Plantations (*Les Plantations de Cacao*)

The visitor goes around the world via an interactive planisphere to discover how important the local area, the culture and methods are in developing how a particular chocolate tastes. He will also be made aware of Valrhona's sustainable development initiatives with local producers.

Tool 1: The cocoa pod

This tool enables the visitor to find out about the various stages of a cocoa pod, including treating the pods of a cocoa tree on the plantation:

- From the flower to fruit: the reproduction of half a pod shows its shape and ridges
- Harvesting: the reproduction of two more half-pods show the distinction a ripe and unripe pod, thanks to the changes in colour and sound made when tapping it
- Breaking open the pods: a silent film that is repeated constantly shows the workers on plantations breaking open the pods. The reproduction of half a pod illustrates the different parts of a pod: the shell, mucilage and beans
- Fermentation: a reproduction of a crate of fermented beans enables the visitor to appreciate the smell associated with fermentation
- Drying out: a silent film that is repeated constantly shows a drying technique used in the Dominican Republic—natural drying
- Quality control: a "guillotine" sorts out the good from the bad beans



Tool 2: Interactive planisphere showing the world's plantations

Touch screens show the areas of cocoa production across the world and their respective characteristics. Two levels are presented:

- The world of cocoa: the world's top ten consumers and producers of cocoa
- In the heart of the plantations: the Valrhona "grands crus"—where in the world were they harvested and how Valrhona works directly with producers on the other side of the world



A film showing the essential information with Lili and Zoco is also available for 6-to-10-year-olds

Tool 3: Planters' testimonies

There are three videos.



Tool 4: The cacao or cocoa tree

Thanks to a reproduction of a cacao, it enables visitors to understand the characteristics of the tree and the climate it is found in



Tool 5: The growth of a cacao

A crossfaded film with speeded-up footage shows how a cacao grows until harvesting time

Tool 6: The variety of pods

Through a freezer window the visitor can see the main varieties of fresh pods



Tool 7: The Cocoa Centre or "Cacathèque"

A video with interviews of Valrhona staff and reports shows the role of the Valrhona's unique cocoa centre

Mens Fervida in Corpore Sano (March 2017)

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4) The Chocolate Factory (*La Chocolaterie*)

Learn about the magic of how beans are transformed into the finest “Grand Cru” chocolate. Find out how the master roasters, conchers and assemblers work with their incredible know-how and finely-tuned techniques, to turn raw cocoa into a chocolate that is full of perfectly balanced aromas.

Tool 1: The virtual production line

The virtual production line is made up of nine poles with videos linked by a conveyor belt. Through films, each pole explains a stage in the chocolate production process. The conveyor belt carries the chocolate product from one pole to the next.

The nine stages are:

- Checking – cleaning → green beans
- Roasting → roasted beans
- Grinding (separating the shell from the bean) → cocoa bean pieces
- Assembling → mixed bean pieces
- Crushing → cocoa paste (or cocoa liquor)
- Mixing → chocolate paste
- Pregrinding – refining → small chocolate flakes
- Conching → chocolate
- Tempering and moulding → chocolate moulded in various forms



The same nine processes are illustrated for younger visitors in a cartoon

Tool 2: Webcams

Four TV screens give a webcam view of different workshops within the chocolate factory:

- The praline workshop
- The coating workshop – decorating department and packaging department
- Chocolate slabs workshop
- Chocolate squares workshop



5) The Chefs' Lab (*Le Labo des Chefs*)

Imagine you were a master chocolatier that Valrhona supplies with chocolate: the visitor puts himself in their shoes and tries to copy their techniques.

Tool: Interactive screens

6 touch screens allow visitors to find out about 5 techniques used by pastry chefs and chocolatiers. A video shows how they do each one, and the visitor is invited to reproduce it via a touch screen game.

- Game 1: make one of three desserts
- Game 2: make chocolate sweets
- Game 3: make Lili and Zoco in chocolate
- Game 4: temper the chocolate
- Game 5: write using chocolate



6) The Artists' Exhibition (*L'Exposition des Artistes*)

Taste... with your eyes: when chocolate takes on form, the master chocolatiers and pastry chefs become artists and shape or sculpt the chocolate to make unique works of art.

Discover 15 works of art by pastry chefs or chocolatiers with links to other art forms, like ceramics, pottery, sculpture, ironwork and cabinet making, all using just chocolate!

Three video screens teach the key techniques in making these works of art: sculpture, polishing, brushing, moulding, smoothing, and so on

7) The Chocolate Workshop (*L'Atelier du Chocolat*)

Visitors can take part in workshops to find out more about a particular theme with an expert from Valrhona. These workshops include how to taste chocolate, opening a cocoa pod and pastry chef tricks of the trade, and last around 23-30 minutes.