



Inaugural Craft Chocolate Experience to Highlight Chocolate Luminaries from Around the World

Roster of Presenters Include: *John Scharffenberger, Francisco Migoya, Alice Medrich, Lisa Vega, Kenji Lopez-Alt, and Angela Pinkerton*

Hosted in San Francisco, from March 6-8th

SAN FRANCISCO, Ca. (February 11, 2020). A debut festival celebrating craft chocolate will bring together bean-to-bar makers, chocolatiers, pastry chefs, and cacao bean growers from over 25 countries to the iconic Palace of Fine Arts for the first annual [Craft Chocolate Experience: San Francisco](#), from March 6-8, 2020. The weekend event will feature a marketplace with more than 85 artisans and stages featuring the leading voices in craft chocolate. **Lively discussions on stage** with the **new vanguard** includes one of the most renowned pastry chefs in the world **Francisco Migoya**, head chef at Modernist Cuisine and coauthor of Modernist Bread, **Kenji Lopez-Alt**, culinary expert and author of The Food Lab, **innovator Todd Masonis** the Dandelion Chocolate co-founder, **Chloe Doutre Rousset**, expert in chocolate flavor and taste from Paris, **Benjamin Figaredo**, the chocolate sourcer for Valrhona, and **Greg D'Alesandre**, “sourcerer” of Dandelion Chocolate. **John Scharffenberger**, pioneer founder of Scharffen Berger Chocolate will speak on launching the craft chocolate movement in the U.S. in the mid-90’s, and **Alice Medrich** one of the country’s foremost experts on chocolate and chocolate desserts will be featured on the pastry cooking stage with stars **Miro Uskokovic** of Gramercy Tavern and **Angela Pinkerton** of Che Fico. Dandelion executive pastry chef **Lisa Vega** and author of *Making Chocolate* will present a pop-up cafe for the weekend.

Panel discussions on current cacao topics include, *Chocolate in Pastry, Exploring Expression of Chocolate Flavor from Lachúa; Guatemala; Tasting from Lab to Home; Fact and fiction - Tasting Chocolate from a Sensory Scientist's Perspective, Empowering Women in Cacao Farming Communities; Cheese & Chocolate Tasting and, Wine & Chocolate Pairing* classes (both an additional \$30pp).

For the Serious Craft Chocolate Consumer

An impressive lineup of **85 chocolate artisans** from around the world will be featured at the **Chocolate Marketplace**. Featuring [Mirzam Chocolate](#) (Dubai UAE), [Hogarth](#) (New Zealand), [Marou](#), Plaq (Paris), Soma (Toronto), Obolo (Chile), Baiani (Brazil), Choco Del Sol (Germany), and Chocolate Tree (Scotland). Northern California chocolate makers and chocolatiers participating include K+M ExtraVirgin (Napa), Feve Artisan Chocolatier (SF), Michael’s Chocolate, Flying Noir (Oakland), Formosa Chocolates (Emeryville), Bisou Chocolate (Oakland), 9th & Larkin (SF), Brigadeiro Sprinkles (SF), Charlotte Truffles (Santa Clara), Coco Tutti Chocolates (Brisbane), Dallmann Confections Inc. (San Marcos), Dandelion Chocolate (SF), Ginger Elizabeth Chocolates (SF), Quail Point Chocolate (Napa), The Xocolate Bar (Berkeley), and Z. Cioccolato.com (SF).

Family Activities

All ages are welcome, and visitors can take a dive in the **cacao-bean “ball” pit**, visit the **kids’ area** with tactile activities such as craft projects, **Straus Family Creamery milk and cookies**, a **Cacao Pod Wall**, and the **Maker Space** which will display chocolate making machinery.

Co-founder Greg D’Alesandre shares, “We look forward to the scent of chocolate wafting across the Bay from The Craft Chocolate Experience. San Francisco has been the ‘Chocolate City,’ pioneering tasty products from cacao for over a century. The Experience will be a nexus for the enjoyment of tasting, learning and making of craft chocolate.”

This new festival is co-founded by Emily Mantooth and Sander Wolf who just last year celebrated the 10th annual edition of the Dallas Chocolate Festival, and Dandelion Chocolate’s Chief Sourcing Officer Greg D’Alesandre. The team selected San Francisco because of its long history of chocolate. Early and iconic chocolate pioneers include Ghirardelli which started in the city in 1849, Guittard Chocolate in 1868, and the birth of the craft chocolate movement by Scharffen Berger beginning in 1996.

Tickets: The weekend kicks off on Friday night, March 6th, with a celebration featuring chocolate desserts, specialty cocktails and beverages and savory bites from [La Cocina](#). Music from the Bay Area’s own The Brilliant Bluegrass band, and musicians and dancers from Peru. (\$95; 21 years and older only).

One-Day General Adult Admission is \$35, and a VIP Ticket (w/ lounge access) is \$65. Child Ticket (ages 5-12) is \$15. Opening Night Party on Friday Night (21+ only) is \$95.00. A Weekend Pass (including Opening Night Party and GA for Saturday and Sunday) is \$145.

Visit craftchocolateexperience.com for tickets, additional information on participants, sponsors and programming. The festival will be held at the historic Palace of Fine Arts, which was originally built for the 1915 *Panama-Pacific* exhibition. It is located at 3601 Lyon St, San Francisco, CA 94123, and has public transportation access and nearby parking lots.

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About The Craft Chocolate Experience

For the first time, “The Chocolate City” of San Francisco will bring together bean-to-bar makers, chocolatiers, pastry chefs, and cacao bean growers from over 20 countries to the iconic Palace of Fine Arts for the first annual [Craft Chocolate Experience: San Francisco](#), from March 6-8, 2020. Tickets and information can be found at [CraftChocolateExperience](#). Hosted with support from partners including [SF Travel](#). There will be hand sanitizing stations available onsite, and guests may purchase lunch from La Cocina vendors in the food hall.

Emily Mantooth, co-founder Craft Chocolate Experience

Emily has been chasing the magic of craft chocolate for six years, when she began doing social media for the [Dallas Chocolate Festival](#) and fell in love with the goodwill and creativity that make this industry so interesting. When she’s not chasing down one of the million details that keep a festival running, she’s probably out for a run or baking a pie. Emily got her degree from The College of William & Mary, and

her MBA at University of Texas in Dallas. She lives in Dallas, TX with her endlessly patient husband and two amazing children.

Sander Wolf, co-founder Craft Chocolate Experience

Sander began what would become the [Dallas Chocolate Festival](#) in 2009. First showcasing a dozen or so chocolate artisans, it is now an event that draws thousands of attendees and has become one of the most respected chocolate festivals in the country. He is also on the board of the Fine Chocolate Industry Association and other non-profits. Somewhere in there he also started a commercial rental kitchen and a record label. Sander's degree was handed to him by Sting upon graduating from Berklee College of music. He lives in Plano, TX, with his wife and his son.

Greg D'Alesandre, co-founder Craft Chocolate Experience

Greg has been working with chocolate for over twenty years, and making chocolate for the last decade. He started making liquid nitrogen truffles in college with "borrowed" equipment from the physics lab. He's been with [Dandelion Chocolate](#) for 7 years as part owner and Chocolate Sourcerer, traveling the world to find great cacao to use to make great chocolate. He is co-author of "Making Chocolate: From Bean to Bar to S'More." While his background is in electrical engineering and product management, he's been using these skills to help run the business. He feels strongly about direct sourcing cacao and building lasting relationships with the network of cacao producers and chocolate makers around the world.

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PHOTOS:

<https://www.dropbox.com/sh/wp69mmm3z7ozkp/AACAzwe3xrZXKcU0caQtnL4Ya?dl=0>

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