

PRESS RELEASE

Wednesday 15 June 2005



Academy of Chocolate

Patron Michel Roux OBE

Academy of Chocolate launched in London

The Academy of Chocolate was launched today in London to promote greater awareness and understanding of fine chocolate, and to campaign for improvements in the quality of chocolate offered to consumers.

The founders of the Academy are Martin Christy of Seventypercent.com; Chantal Coady of Rococo; Chloe Doutre-Roussel of Fortnum & Mason; Michael Edey of Nudge PR; Sarah Jane Evans; wine and food writer and broadcaster; and Sara Jayne-Stanes of the Academy of Culinary Arts and author of 'Chocolate: the Definitive Guide'. With Michel Roux OBE as its patron, the Academy aims to improve the standard and knowledge of chocolate in the UK.

Speaking at the launch at the Bluebird, Sara Jayne Stanes said: *'once you have discovered the pleasure, complexity, richness and taste sensations there are in fine chocolate, you will never look at chocolate the same way, you will never buy chocolate the same way. But not many people have had the opportunity to be introduced to fine chocolate. As founders of the Academy of Chocolate we intend to bring this opportunity to as many people as possible and with no vested commercial or business interest.'*

The Academy intends to run tastings and wine-pairings for the public, educational programmes in schools, and discussions, forums, visits, seminars and demonstrations for chocolatiers, trade buyers, deli owners, chefs and the media. It will also act as a resource to provide advice and information on everything to do with fine chocolate for the public, the media, chocolate producers, cocoa growers, and the hospitality industry. Later this year the Academy will be launching the first Chocolate Awards.

"Over the past twenty years I have watched the unadventurous British develop a passion for fine chocolate. It is thanks to the enthusiasm and lively interest of this growing community of chocolate lovers that the Academy of Chocolate is sure of an exciting future. Everyone will benefit from and enjoy the Academy's activities. I am proud to be the Academy's Patron and am delighted to send it my best wishes for a very successful launch". Michel Roux OBE.

One of the Academy's aims is promote the awareness of the ingredients of chocolate, through the chain, from bean to bar. It will encourage the transparent sourcing of cocoa beans from the plantations, and their production in socially fair and environmentally undamaging conditions.

For further information about the Academy of Chocolate contact tel 0207 602 1444. or 0208 673 6300. www.academyofchocolate.co.uk (live by the end of the month).

With huge thanks to the Bluebird for a helping hand to get us off the ground.