

Flavors of Cacao Chocolate Journal

<u>Rating Scale</u>	<u>Brand Name</u>	<u>Company Location</u>	<u>Bar Name</u>	<u>Percentage</u>
4.0 - 5.0 = Outstanding 3.5 - 3.9 = Highly Recommended 3.0 - 3.49 = Recommended 2.0 - 2.9 = Disappointing 1.0 - 1.9 = Unpleasant	<u>Ingredients</u> <u>Other Specs (batch#, origin, bean type, process, harvest date, etc.)</u>			
neg neutral pos .5 1 1.5 2 2.5 neg neutral pos .5 1 1.5 2 2.5 neg neutral pos 1 2 3 4 5 neg neutral pos 1 2 3 4 5 neg neutral pos 1 2 3 4 5 neg neutral pos 1 2 3 4 5	AROMA	satisfaction: enjoyable - indifferent - unpleasant intensity: none - mild - moderate - strong		
	APPEARANCE	color: light brown - brown - dark brown - black - reddish brown surface finish: dull - partial shiny - shiny details: many flaws - a few flaws - near perfect - blooming - air bubbles - scuff marks - crumbles swirls - uneven thickness - uneven color - imprints from mold - other		
	TEXTURE	negative: dry - sandy - some large grits - oily - fatty - chalky - powdery - waxy positive: creamy - smooth - unforced - dense - even negative or positive: forced melt - sitcky - chunky - chewy - soft		
	FLAVOR	intensity: mild - moderate - strong roast: mild - medium - heavy acidity: none - mild - moderate - strong dominant ingredient: cacao - sugar - butter - balanced - other _____ profile: nutty - fruit - floral - spicy - cocoa - earthy - sweet - sour - roasty - dairy - grassy - herbal pungent - mouldy - dirty - musty - smokey - rubbery - hammy - bland - petroleum - burnt - off bitterness: none - mild - moderate - strong		
	AFTERMELT	astringency: none - mild - moderate - strong length: flavor disappears fast - medium length - flavor lingers aftertaste: enjoyable - indifferent - unpleasant lingering characteristics:		
	OVERALL OPINION	most memorable or defining attribute: "PITCH" type and quality of ingredients: suitable - not suitable due to _____ mixture: like ingredient ratio - don't like ratio and recommend _____ production quality: subpar - average - intermediate - skilled bottom line: not ready for retail - enjoyable everyday chocolate - special occasion style substyle: Lo-tech - Purist - Creative - French - Conventional		
SCORE (total/5):	REVIEW DATE			
PACKAGING	cost of bar: _____	weight of bar _____	price per ounce (cost/ total weight) _____	
	purchased or obtained from: _____			
neg neutral pos 1 2 3 4 5 neg neutral pos 1 2 3 4 5 neg neutral pos 1 2 3 4 5	PRESERVATION	outer wrap: cardboard/ paper/ plastic/ other _____ inner wrap: foil/ paper/ plastic/ other _____ protects flavor: Yes/ No/ Unsure prevents breakage: Yes/ No/ Unsure		
	FUNCTIONALITY	easy to open: Yes/ No/ Unsure easy to repackage: Yes/ No/ Unsure consumer convenience: Yes/ No/ Unsure retail display efficiency: Yes/ No/ Unsure		
	DESIGN	attractive: Yes/ No/ Indifferent unique or easily identifiable on a shelf: Yes/ No communication: organized/ not organized font: easy to read/ difficult to read overall giftworthy: Yes/ No/ indifferent		
SCORE (total/3):				
STYLES	LO-TECH rustic/modica, under refined, raw, lack of attention to detail PURIST 2 - 3 ingredient AND identified origin CREATIVE blends, alternative sugar, alternative processing FRENCH high roast AND lots of cocoa butter added CONVENTIONAL extra sweet, use of vanilla, lower quality, economical			