# Flavors of Cacao Chocolate Journal

<table>
<thead>
<tr>
<th>Rating Scale</th>
<th>Brand Name</th>
<th>Company Location</th>
<th>Bar Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0 - 5.0 = Outstanding</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>3.5 - 3.9 = Highly Recommended</td>
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<tr>
<td>3.0 - 3.49 = Recommended</td>
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<tr>
<td>2.0 - 2.9 = Disappointing</td>
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<tr>
<td>1.0 - 1.9 = Unpleasant</td>
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</tbody>
</table>

### INGREDIENTS

**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 - sticky - 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 - fruity - floral - spicy - cocoa - earthy - sweet - sour - roasty - dairy - grassy - herbal
- **pungent**: mouldy - dirty - musty - smoky - 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

**SCORE (total/5):**

### REVIEW DATE

**PACKAGING**
- **cost of bar**: ______
- **weight of bar**: ______
- **price per ounce (cost/total weight)**: ______

<table>
<thead>
<tr>
<th>neg</th>
<th>neutral</th>
<th>pos</th>
</tr>
</thead>
<tbody>
<tr>
<td>.5</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td>2</td>
<td>2.5</td>
<td></td>
</tr>
</tbody>
</table>

**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

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