



PLANETGOUT - DEPARTMENT advices & training – Quality, sensory & taste

* Expertise on **COCOAS & CHOCOLATE** – BEAN TO BAR MARKET

Véronique ANASTASIE more than 15 years of experiences became an expert in food, gastronomy by the taste culture, in France and on **Cocoas & Chocolates** in the international market. Consultant in strategy and development, also a teacher, speaker about quality of the Products, always to **defend quality food chains**, from farmers to transformers, with the aim of maintaining a **sustainable ethical diet**.



She proposes to develop professional tastings **by new sensory methods & technics**, to define the products by a sensory & taste profile, in order to precise the typicity of each bean, from the variety by the origin. Also she has set on **new technics for food events**, advices for sensory communication and marketing, in order to promote the true values of a quality product, **by the identification & traceability organoleptic**, from *'the earth to the mouth'*.

For the professionals advices & training: Since 1990, she made **quality audits** of a lot of food & chocolate companies (200), as a Food processing quality engineer, to maintain the quality of products, from food farmers and transformers, to be certified, on label certification as the organic, conformity, red French Label.... As an international consultant, she has participated on **French & European programs**, with Ministries of agriculture, crafts and industry, in order to test new standards. *She works in different groups to modelizer new tools for the little to big enterprises, with quality tools adapted.*

The definition of **Quality Manuel** for helping the workers on their post with board and objectives by demonstrations & instructions, controlled by recordings. She began on Standard of Food **Safety Management** Systems and **Quality management** system, from HACCP... to ISO 22000 and ISO 22006, on quality system of organization certification on the standards ISO 9001/9002 – from ISO 14001 for controlling environmental impacts, and also Expert ISO 314-101/4 on the sustainable and traceable cocoa beans. *Cooperatives of farms, 750 000 cocoas farmers. Also for food producers, crafts, artisans, chefs (2500), to promote the quality of their work, with all the medias for guides, 'radios and TV', in the spirit of our food and culinary heritage. Visit and audit of plantations with farmers.*



> **Services animations and events:** development for corporate and producers on B2B markets, since 2005, with a team of experts to educate by the taste culture, to transmit our knowledge on the quality products, *'from earth to the mouth'* by the producer knowledge. Creation of concepts events **by taste culture** for a village, a town, on a quality chain of a product according to the regions of production in France (Fair and Party of regions)



Innovation by Concepts 'foodies' education & culture on product 'sugar and salty' (as Cocoas & Chocolates EUROPAIN): Sensory buffet (5 Senses & Chocolates) -Special culinary meal (Guy Savoy) - Food events (Choco show cooking SIRHA) - Workshop on the process from Bean to Bar and blind tastings -'Education' Taste & Gourmet Tours, on high level tastings, Grands crus of Chocolates-

-Road on products of Luxe - Fine wines or farmers beers, pairing with chocolates -Workshops on the pastry, cocoas & chocolates, also in cooking - Learning on food, recipes... from organoleptic to nutrition. **For the consumers advices & training:** She created since 1997 a **Center on food & nutrition by the 5 senses**, making experiences with a team of experts as in a Club, in order to develop the culture of the taste... With experts, she analyzed **the impact of quality food, for the human being's development, of his brain**, also the importance of the pleasure to eat better. The discovery by high level tastings to guide everyone **for a better alimentation**, with more knowledges on true & fresh products. *A good example to understand is to have the experience by the tastings of 'true chocolates', to open the mouth, the mind and discover the gastronomy world...*

PLANETGOUT – Office in Paris 75012 - V.ANASTASIE Presentation expertise

School to educate the visitors of the Salon du Chocolat in Paris, on the quality of Cocos & Chocolates from one country, with the discovery of the production from Madagascar: demonstrations with cove, from beans to bar of cocoas, workshop of chocolate bars, and blind sensory tastings, on this origin. >**Services conferences:** on the topics on the quality of each product: the vegetables, **Cocoas & Chocolates**... Also, she proposes professional trainings on the 5 senses and the world of flavors, meetings to discover all the techniques of tastings, for 200 products, in France. *She wrote also for press, books and for gastronomy guides, websites... to defend French culinary heritage, as on 'the words of chocolates...'*



References Events for enterprises and Groups: Advices strategy: Regional council of Paris, Ile-de-France - **Committee of promotion** of Paris and the surrounding area (8 departments) : development of farmers, guides, press, culinary development (Cervia) <http://www.cervia.fr/> - The fresh products : markets of Paris, the international market MIN of Rungis and also in France. <http://www.rungisinternational.com/>. **Event on the gastronomy and Culinary heritage** in Paris and in France.

PLANETGOUT International Events : on cocoas & chocolates 'ethic, durability and quality', promotions and big international exhibitions as a partner of **GLEvents:** Group N°1 in France: organizer of SIRHA and EUROPAIN in the World of food, (also Olympics Games, Exhibition Universal Milan, World Cup of Foot, Rugby...) * In SIRHA Cooking show for professionals, with the cocoas & the chocolates from a pure origin, to make promotion on the craft men working in Bean to bar and also the good chefs. Food exhibitions and culinary events for corporate by the discovery of the quality chocolates. (180 000 visitors – 3000 exhibitors)



Festival professional for Btob market in EUROPAIN: Development since this last 5 years of an **International Festival on fine cocoas and quality chocolates**, during this event called **Festival Sens & Chocolate**, developed in a big exhibit called EUROPAIN Intersuc (International Fair 135 countries - 8000 visitors). - Just one country is invited to value their best production of cocoas, to make the discovery of all of their varieties from this origin, on the beans market, from the cover to bars of the chocolates on the market. Until 2012, we value the cocoas from France of Brazil, Ecuador, Madagascar and Venezuela. <https://www.planetgout.com/medias-vidéos/presse-media-venezuela/>



PLANETGOUT communication and development: for the farmers, chocolate makers.... pastry, bakers, artisanal confederations (10 000 professionals). Organization of events to defend biodiversity, food durability with identification and traceability of quality products (500 buyers/visitors). As the promotion of the quality native cocoas, in EUROPAIN, with the **Festival Sens & Chocolate** on one country is made by **2 AWARDS**.

One International Award is on the Chocolate Bar 'Grand Cru' to value the taste of each variety, delimited from the plantations, from an area of the country. The other is a National Award on Bonbon 'Pure origin' to value the quality of pure cover from one origin, well identified.



<https://www.planetgout.com/cocoa-chocolate-events/> * 2018 Festival Sens&Chocolat avec 4 pays à l'honneur.

In 2019-2020 we make Master Class from B2B to B2C salon de la Patisserie à Paris. Next Festival will be in 2022.

Training program: quality, sensory, taste for food (as the chocolate maker, pastry, baker) and culinary schools, or universities, also directly to producers, enterprises and crafts - Animation in off: restaurants & shops with workshops and dinner in Hotels, from Paris (Luxury Chocolate) and also to Las Vegas (Bean to bar - Guy Savoy).



Organizer and participation Grand Jury for France, Benelux, European, World

2017- 2018 – 2019 -2020 -2021

Véronique ANASTASIE, General Manager PLANETGOUT

planetgout.anastasia@gmail.com - +33(0)610 926 430 * www.planetgout.com – www.planetgout-usa.com

PLANETGOUT – Office in Paris 75012 - V.ANASTASIE Presentation expertise