

GRAND CRU GRENADA

CACAO SELECTION FELCHLIN

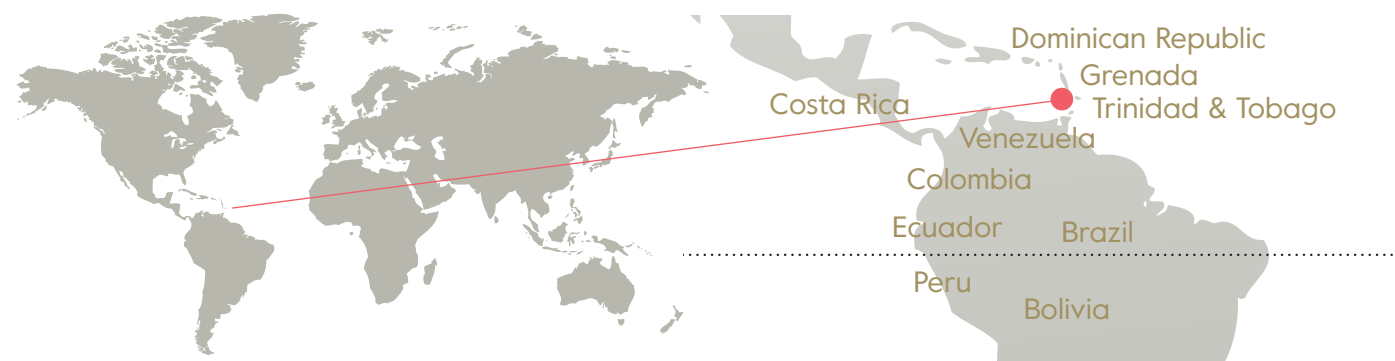


THE ORIGIN

Felchlin
SWITZERLAND

POSITIVE DEVELOPMENT OF LIVING STANDARDS

Grenada, the Caribbean Sea island nation in the West Indies is located at the southern end of the Grenadines island chain and is an extremely popular destination for cruise ships. Locals enjoy increasing prosperity and better developed infrastructure due to the ever increasing stream of visitors. Unfortunately, despite the increase in wealth, the younger generation continues to migrate to the USA.



FACTS & FIGURES GRENADA

AREA: 344 KM²
POPULATION: APPROX. 108 000
LANGUAGE: ENGLISH
PRIMARY EXPORT GOODS: NUTMEG, CACAO, BANANAS, CINNAMON, GINGER, CLOVES
CACAO PRODUCTION: 800 TONNES
EXPORT VOLUMEN TO MAX FELCHLIN AG: 20 TONNES

FELCHLIN IN GRENADA

Direct collaboration

EXTENSIVE TREE PLANTING

“Grenada Selection” cacao is based on the specific selection of 16 mother trees. The mother trees were selected because of their intensive flavour and optimal adaptation to the various soil conditions present in Grenada. New trees are grown from cuttings from the branches of the mother trees. A new sapling grows from the cutting within several weeks.

Nurseries in Grenada have been expanding to cope with the destruction caused through hurricanes in the region.

INNOVATIVE CACAO PROCESSING

As is most island cacao, the unique “Grenada Selection” cacao is exclusive and expensive. Fermentation occurs in traditional wooden crates to achieve optimal flavour development. Farmers have developed an innovative drying process. They use special drying tables with drawers which they can quickly close if it rains. The geographical position and the climatic conditions are advantageous to the complete cacao cycle from planting to processing.

LONG TERM COOPERATION

Max Felchlin AG has been working together with Grenada since 2006. Over 8500 farmers cultivate cacao on approximately 2360 hectares across the entire island. A key figure in Grenada cacao is the agronomist and general manager of the Grenada Cocoa Association, Andrew Hastick. He ensures the quality, availability and export of Grenada's cacao.



“I am especially pleased that Grenada’s cacao has escaped many diseases due to its island isolation.”

Felix Inderbitzin
Head of Purchasing, Max Felchlin AG



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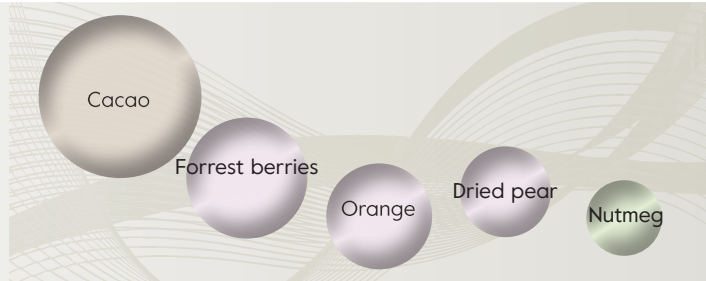
Grenada 65%

Cacao intensity
[Scale 1 to 10]

Grenada 65%



Flavour/Intensity
[Chronological perception]



Emotion
[Character]

genuine
intensive
fortify

Possible combinations [Inspiration]

FRUITY	ROASTED	NUTTY	SPICY	FLOWERY	... OTHERS
apricot orange raspberry pineapple blackcurrant blueberry pomegranate peach	caramel coffee chestnut	hazelnut almond pecan coconut bitter almond	vanilla cinnamon nutmeg	cherry blossom	mascarpone kirsch whisky beer champagne cognac rum

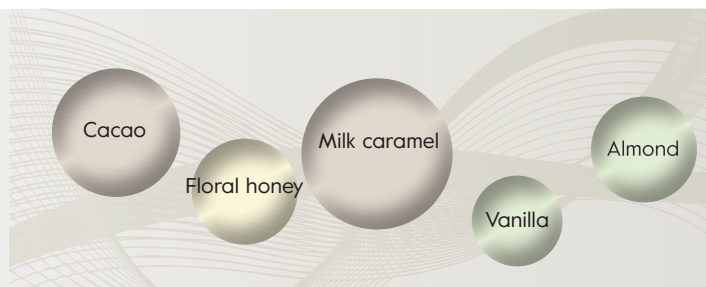
Grenada 38%

Cacao intensity
[Scale 1 to 10]

Grenada 38%



Flavour/Intensity
[Chronological perception]



Emotion
[Character]

pleasant
empathetic
energetic

Possible combinations [Inspiration]

FRUITY	ROASTED	NUTTY	SPICY	FLOWERY	... OTHERS
lime apricot orange mango tangerine raspberry quince passion fruit	caramel almond paste espresso chestnut nougat	almond hazelnut pistachio	vanilla cinnamon sea salt	melissa rose cherry blossom	marc de champagne amaretto yogurt whisky green tea moscato