



## Madrid Protocol: What are the benefits for TTFCC?

30/06/2021





# VISION & MISSION



Vision: To drive innovation towards creating a truly exceptional Trinitario cocoa experience to the world. **Increase from 400 tonnes to 2000 by 2025**



Mission: To achieve excellence in our processes to deliver the finest quality cocoa products in Trinidad & Tobago and beyond

# What are our core values?



## **Traceability, Quality, Innovation, Excellence**

Use of blockchain technology, tracking from 'field-to-table' approach, promoting product and technology innovation to create a unique culinary experience



## **Respect, Diversity, Integrity, Ethical**

Develop 'cutting-edge digital' strategies to demonstrate our sustainable business approach and ethics



## **Promoting Trinitario Cocoa**

Creating unique Trinitario products at the highest standards

# ACHIEVEMENTS IN 2020



Launch of Angostura Cocoa Bitters - processed 15 metric tonnes



Developed commercial partnerships with Rituals Coffee House, Starbucks, Oh Snacks, B's Ice Cream, Hyatt, Hilton, Nestle



Moving towards FSSC 22000 international quality assurance standards at La Reunion facility for exports & appointed performance management specialist; implemented measurable KPIs for managers and staff



Developed export strategy for US, Canada, Europe and UK markets

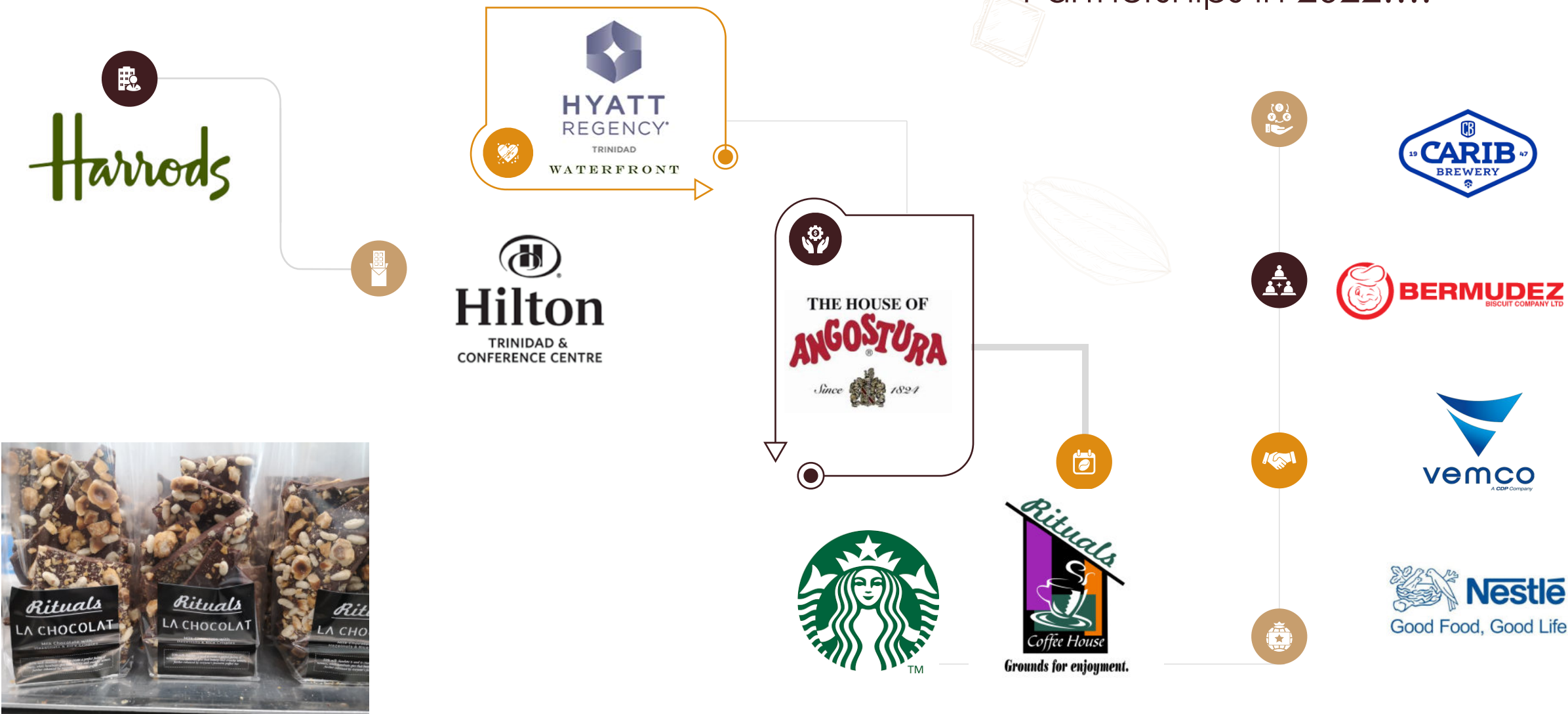


Improved knowledge (processing and evaluation) of microbiological standards testing and procedures for exports



# Creating innovative partnerships.

## Partnerships in 2022....



# Innovation and expansion.



Luxury chocolate drink with Nestlé Trinidad for regional export



Angostura Cocoa Bitters launched in 2020 and exported worldwide



Chocolate stout in partnership with Brass Castle Brewery (UK) and locally with Tommys Brewing Company



# Developing the brand: key tools



## Quality Assurance logo

Protection of brand reputation/ informing consumers third party products



## Industrial design / Trade dress / GI

Protection of TTFCC products, designs, raw material



## Joint branded initiative

Protection of TTFCC brand in partnerships

# Covid: A new opportunity for SME Brands.

Corporations are looking for brands to support as part of their CSR - focusing on livelihoods and the environment.



New SME technologies help develop global brand coverage and direct consumer sales using social media and e-commerce tools i.e., Amazon.



Consumers are increasingly aware of origin and ethical issues creating opportunity for new 'storytelling' brands.



IP tools increase the economic valuation of businesses, greater protection, greater value.



# Benefits of Madrid Protocol

Guidance and advice from the TTIPO, online tools, training programmes, general IP support



Streamlined process to register the brand in key TTFCC markets (US, Canada, UK, Europe, China, Japan, Switzerland)



Cost and time effective to file in one application vs. legal fees in each country



Simplify introduction of new products in multiple markets at the same time



Add value to business proposal when approaching financial institutions for loans



IP protection strengthens business strategy and planning - creating a professional brand in international marketplace



Reduces the risk of infringement in key target markets as a deterrent



Provides protection for further action if infringement occurs through proof of registration



# Thank You

