



Opportunities to grow your business using IP:
Taking your brand abroad

23rd September 2021

The opportunity: Taking T&T Cocoa abroad

1. Cocoa can only grow along the equator
2. Approximately 4 million tonnes of cocoa traded globally per annum
3. Trinidad produces only 400 metric tonnes of cocoa
4. Currently 80% of T&T cocoa is exported as beans, primarily Japan
5. In 2015 there were 10 chocolatiers in T&T, today over 40 and growing!
6. The Trinitario bean is indigenous to T&T, over 100 varieties
7. There is a need for diversification and ForEx as a priority in T&T

Who is TT Fine Cocoa Company?

- **Core principles: Sharing/ training/ education/ standards**
- A public-private partnership – MoU TT Gov & private investors (foreign and local banks)
- USD \$3m facility can produce 50MT per year and increase to 75MT by 2020.
- State-of-art equipment aimed at the premium chocolate/ cocoa market > regional & international



What IP protection mechanisms have we used?

- 2016: Registered company TM
- 2019: European registration TM and quality mark
- 2021: Protection of steel pan tin design
- 2021: Protection of new product brand 'Trinitario' in T&T
- 2021: Protection of 'Trinitario' through the Madrid Protocol

TRINITARIO 



TRINIDAD  TOBAGO
FINE COCOA COMPANY LTD

Trinidad & Tobago: Where is it?

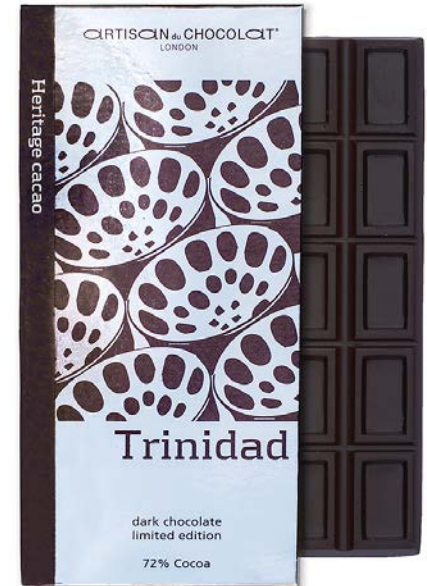


The Team





- **Cocoa nibs**
- **Cocoa mass**
- **Couverture**
- **Chocolate**
- **Cocoa butter**
- **Cocoa powder**



Case study: Developing your export partners



TRINIDAD  TOBAGO
FINE COCOA COMPANY


Harrods


SELECTION 2018



Harrods

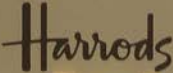



TRINIDAD TOBAGO
 FINE COCOA COMPANY LTD



Harrods is proud to launch four exclusive single-estate chocolates in partnership with the Trinidad & Tobago Fine Cocoa Company.

To showcase the breadth of flavour profiles across the island, the cocoa beans for each chocolate have been sourced from four separate estates: La Reunion in the centre, Ortinola in the northwest, Aripo in the northeast and Tableland in the south.





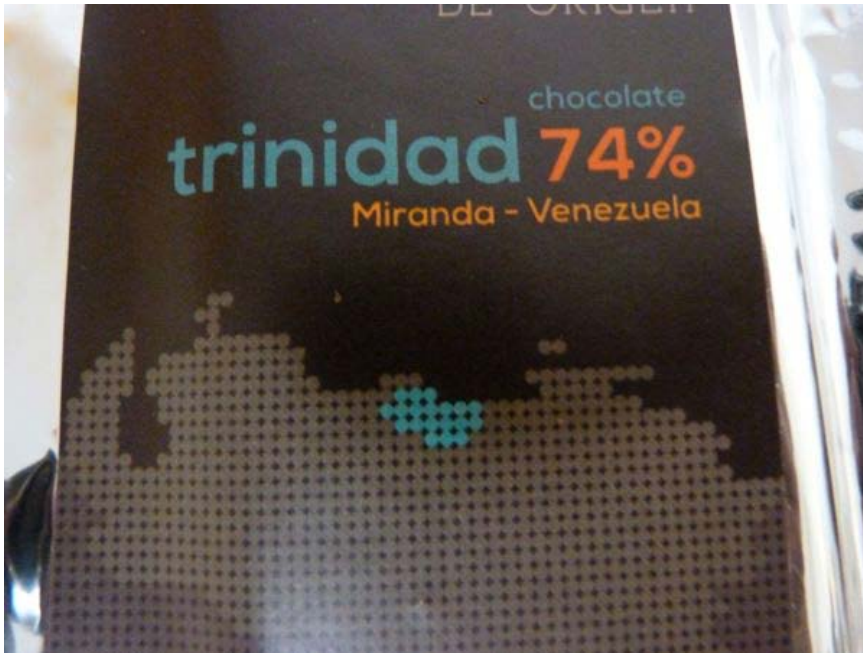
Developing your export partners: Lessons from Harrods

1. Can I offer a unique story, does anyone else have the same story?
2. Can I offer a unique product, can anyone copy me?
3. Is the product of correct quality and right price range?
4. Can I supply sufficient quantities?
5. Do I have sufficient protection not to be abused by my retailing partner?

All of these points help form the 'brand offering' to Harrods. Is it a brand they can promote?

How does IP help with exporting?

Helps avoid consumer confusion...



helps clarify what can be used...



and helps avoid mistakes!



Protection sooner than later



Nestle applied for the trademark for the shape of a Kit Kat - or "four trapezoidal bars aligned on a rectangular base".

Protection leads to opportunities..



Protect your innovative ideas



How does IP help develop your brand aboard?

1. It protect your identity... helps to tell 'your' unique story
2. It protects your innovative ideas and designs (packaging, mould shapes etc.)
3. It helps demonstrate quality and ethical principles through your brand creating a value for potential partners
4. Reduces the risk of abuse of your IP
5. In summary, IP acts as the 'gate keeper' to your unique story, innovation, skills and principles all of which is conveyed in your brand.

Thank you

