



Benefits of IP for Regional SMEs

The origin..



TRINITARIO

Who are we?

- A public-private partnership based in Trinidad and Tobago, West Indies
- The first bean-to-bar facility to produce up to 60 metric tonnes of cocoa products per annum
- Bespoke cocoa 'small batch' products for clients
- Provide unique flavour notes of the Trinitario cocoa variety



Our Core Values

- Source directly from smallholder farmer estates increasing their income and improving their livelihoods
- Adhere to ethical and sustainable standards
- Proof of origin of all products from 'farm-to-table'
- Protect and promote the Trinitario cocoa variety



PPP Stakeholders...



The Team



The Processing Facility, La Reunion



The Processing Facility, La Reunion



The Processing Facility, La Reunion



Trinidad & Tobago: Flavour regions

6 Agro-Ecological cultural Zones

1. NORTH EASTERN PENINSULAR
2. CENTRAL NORTH
3. EASTERN FLANK
4. WESTERN FLANK
5. EASTERN LOWLANDS
6. SOUTHERN RANGE

+ 40 Cocoa Communities

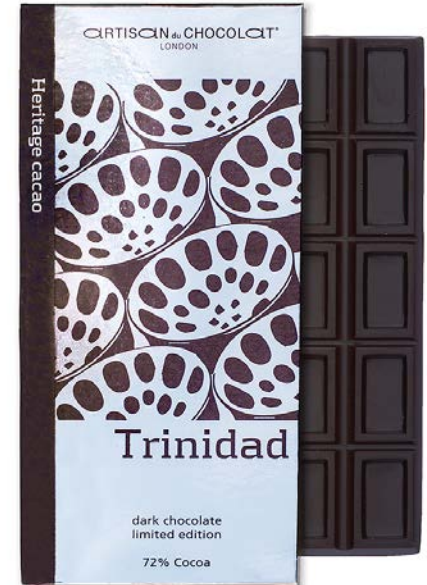
+ 80 Cocoa Farmers



Product range



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



Chocolate 'steel pan' tins



Bars



TRINIDAD & TOBAGO'S FIRST AWARD-WINNING ARTISAN TRUFFLES



**Chai-Spiced
Pineapple & Rum**

*Chai-Spiced pineapple
jelly topping el dorado
12 year ganache*



**Banana & Tonka
Bean Caramel**

*Tonka bean infused
Banana caramel*



Located Upper Arcade of Trinidad Hilton.
Open Tuesday - Saturday | 10am - 6pm.

www.chocolateboxtt.com



Finished chocolates

A partnership for luxury!!



- Launch 4 Trinidad 'single estate'
- Luxury range/ co-branded – very rare.
- Significant PR opportunities for T&T cocoa global brand






TRINIDAD  TOBAGO
FINE COCOA COMPANY


Harrods

SELECTION 2018

TRINIDAD  TOBAGO
FINE COCOA COMPANY LTD

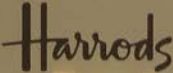



 TRINIDAD TOBAGO
 FINE COCOA COMPANY LTD



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.


 Harrods



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TRINIDAD TOBAGO
FINE COCOA COMPANY LTD

ESTATE:TABLELAND



A brand new plantation, Tableland has been developed with support from the Ministry of Agriculture. This is its first harvest of such a large size, and the quality has far surpassed expectations, hopefully leading the way for other farmers to follow suit.

LOCATION:
South (the semi-arid rolling lands)

TASTING NOTES:
70% cocoa. Bright fruit and herbal notes with a sweet vanilla aroma and a long finish

Harrods

A partnership for promoting local farmers!!



Innovative Partnerships



A partnership for CSR!



Our partnership mark!



A stronger partnership for small businesses!





A partnership for the future!!



Benefits of IP for SMEs

1. Protection of brand in other markets globally (Middle East, Far East, Asia)
2. Increase 'market/ financial' from brand value - Trinitario Stout
3. Help define market differentiation - 'financial value of storytelling'.
4. Industrial design protection - steel pan tin
5. Trade dress protection - Hilton store/ future 'hilton' outlets
6. Protecting marketing materials used by 3rd party clients

Thank you

