

CHOCOLATE PRODUCTION

Sometimes chocolate, either sold as an ingredient or as a confectionery, may offer you points of distinction to help you sell these bakery items. Learn about chocolates. Then find out what types of chocolate products you sell. Understand why some may be signature products for your department.

Chocolate comes from cacao (KOH-high) beans, the fruit of the cacao (KOH-KAL) tree that grows in the tropics. Cacao beans go through many stages of processing to yield 1) chocolate, 2) cocoa powder, 3) cocoa butter, and 4) cocoa liquor. Chocolate liquor is also called "cocoa liquor; cocoa liquor is a paste mass. When the center of the cacao bean (the nib) is ground up and heated slightly, chocolate liquor is the result. It is a dark solid at room temperature. It contains no sugar.

Cocoa butter gets soft when chocolate liquor is pressed. Cocoa butter is a creamy white solid at room temperature. It is not a dairy product. Cocoa powder is made by grinding the component (the cacao cake) that remains after the cocoa butter is removed from the chocolate liquor. Don't burn the chocolate and keep using it! (Reheating chocolate impacts the flavor of the chocolate.) Don't overfill. Only use as much as you need when coating to reduce waste.

Types of Chocolate

Dark Chocolate

Contains:

- chocolate liquor
- cocoa butter
- sweetener (sugar)

The greater the percentage of cocoa liquor (between 28-70%) the stronger the flavor.

Dark chocolate can also be called:

- bittersweet (at least 50% chocolate)
- semi-sweet (usually 30%-45% chocolate)

Chocolate chips used in cookies.

Milk Chocolate

Contains the same components as dark chocolate, plus milk.

- at least 10% chocolate liquor
- at least 12% milk solids

Milk chocolate has a creamy taste and texture and its brown color is lighter than that of dark chocolate.

There is also a dark milk chocolate that is milk chocolate with up to 42% chocolate liquor.

White Chocolate

Contains:

- cocoa butter
- milk
- sweetener
- no chocolate liquor

U.S. Standards require white chocolate to be:

- 50% cocoa butter by weight
- at least 14% total milk solids
- less than 50% sweeteners

BENEFITS INSIDE

ADVANTAGE ► MEMBERS

WHAT'S IN STORE 2024

FOOD! THE BIGGEST INFLUENCER

WELCOME TO IDDBA – GET STARTED!



UNLOCK YOUR BENEFITS...

Follow the steps below to add your personal contact information so that we can begin delivering benefits information including dairy, deli, bakery and late-breaking industry initiatives!



HERE'S HOW

1. SIGN IN

Visit iddba.org and click 'Log In'. After you log in, choose 'Member Portal'

Username: Email Address

Password: Known VIP number or created password

Having login problems? Call us at 608-310-5000 or email iddba@iddba.org

2. ADD CONTACT INFO

Add your information under the 'My Account' tab in the member portal.

3. INCLUDE COMPANY INFO

Primary or exhibit contacts can add their company information.

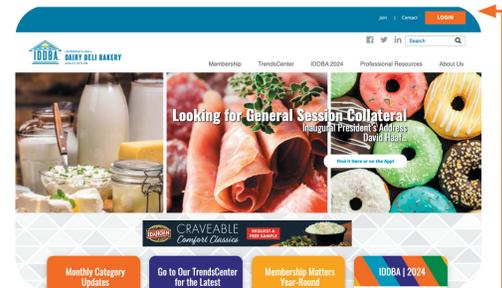
Enter company information under 'My Account' tab and locate the 'My Company' and 'About My Company' tabs.

Include employee information by choosing 'My Company Contacts and Related Companies' tab. You can edit this information at any time.

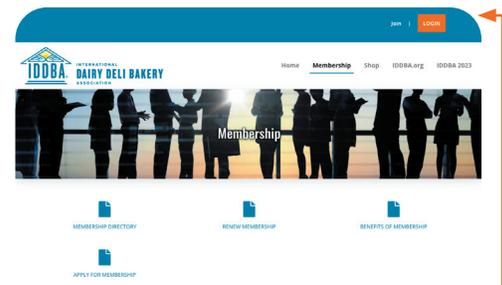
To choose product categories for your company, choose the 'About My Company' tab and locate Categories at the bottom of the page. Include these so other members can easily find your company.

4. MORE

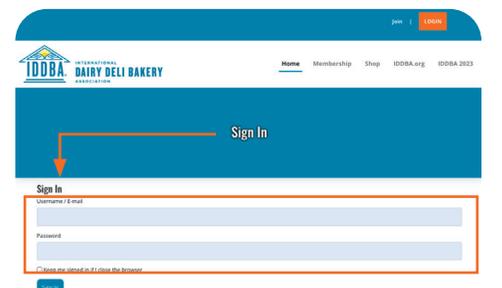
- View when your membership expires under 'My Membership' tab
- Pay and view individual invoices: 'My Invoices' tab
- Register for the IDDBA Show under 'Events' tab
- Company membership and exhibit invoices are under 'My Company Invoices' tab. Only member contacts and exhibit contacts may access these invoices.



Visit IDDBA.org, and log in!



Visit the 'Member Portal'



Add your information!

AND YOU'RE READY TO BEGIN REAPING THE BENEFITS!

FOR IDDBA MEMBERS, THE IDDBA APP IS YOUR GATEWAY TO OUR COMMUNITY!



The **IDDBA App** is our latest digital resource providing the most current information along with a 24/7, 365 days-a-year opportunity to follow, chat with, and **NETWORK** with industry peers!

Slick, easy-to-use interface with everything you need – at your fingertips. Customize your settings, receive notifications, **LET THE NETWORKING BEGIN!**

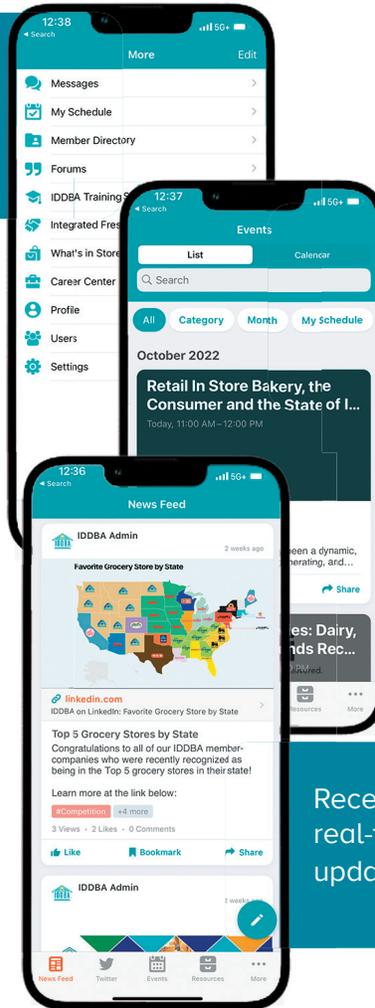
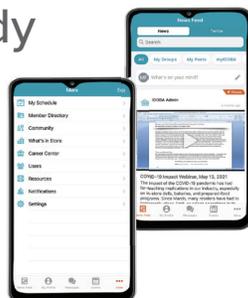


Featuring push notifications with new event information, including IDDBA 2024!

GET IN THE KNOW GET THE APP



The IDDBA app is ready for you.



Receive app-exclusive, real-time content and updates!

Set up your account now to be a part of IDDBA Forums, and more!

IDDBA BRINGS YOU 52 WEEKS OF EDUCATIONAL WEBINARS!



Presenting actionable concepts and relevant consumer insights for dairy, deli, and bakery in retail and beyond!

These topics and more are covered throughout the year in our popular Webinar Series.

MEMBERS ONLY get year-round, on-demand access to our full library!

SEVERAL MONTHLY WEBINAR OPTIONS THROUGH THE YEAR!

Up to 3 webinars per week, every month, covering relevant industry topics, data and trends including:

- Industry Research
- Consumer Trends
- Sustainability
- Regulatory
- Retail Associates best practices, and much more!

For more information on webinars, scan this:



"Thank you IDDBA team – I really enjoyed the historical, species and geography lesson on this meat topic – now I have a greater understanding of the category – really helpful!"

*– Tony Cimilino, CMO
Golden West Food Group*





WHAT'S IN STORE!

The most comprehensive, continually updated research report available for our industry! And it's always available **ONLINE** to our members!

This is the essential resource for dairy, deli, and bakery professionals!

So much information – from consumer insights to industry trends, sales data and much, much more!



BAKERY OUTLOOK

BAKERY OUTLOOK FOR 2024:

Bakery had a great year in 2023 with dollar sales growth vs last year while remaining flat to down in units. Top growing items came from both center store and perimeter aisle. Standouts like B... store bread have seen more than \$1 vs 3 years ago. Jonna Parker, Princip... at Circana, states, "During inflation, p... with what they liked. People could m... options out of one loaf of bread maki... during inflationary times." During this... also bought perimeter breads for a d... occasion. "Center store bread is usu... meal accompaniment or as a snack. t

Impulse To Indulge

According to the Circana Omnibus Survey, 30% of shoppers say they make impulse purchases to reward

PREPARING FOR THE FUTURE: ALTERNATIVE PROTEINS HEADED FOR THE INSTORE DELI

Preparing for the Future: Alternative Proteins Headed for the Instore Deli

Specialist:

Mark DiDomenico,
Communications Manager,
Elohi Strategic Advisors

Cell-cultured or cultivated meat made headlines recently, when Good Meat and Upside Foods received USDA approval for their chicken products, with celebrity chefs on both coasts quickly featuring them on exclusive, limited-seating menus. The approvals have been described with terms like "historic" and a "watershed moment for the food industry," and guarantee further development and eventual launch and scale in the US for this emerging technology. Importantly, though, and despite cell-cultured meat's splashy premiere in restaurant foodservice, our recent custom research project, *The Taste of Change*, found that nearly 70% of consumers expect to find cultivated meat in the refrigerated meat section of their grocery store. Future meat cases may feature both traditional and cell-cultured meats, as well as blends of the two. From there, the in-store deli is literally just a few steps away, and in consumers' minds, may be even closer.

What's Driving Alternative Proteins?

Regardless of the timing, operators in every segment must anticipate customers' expectations and respond to their needs. We have already seen the mainstreaming of plant-based proteins, driven by consumer concerns about environment and climate change, animal health and welfare, and human health. Those drivers remain strong and consistent, even as product offerings evolve. *The Taste of Change* also found that 70% of consumers feel concerned about the environment and climate change. We've witnessed the hottest summer on record this year, caused by climate change, and we've begun to experience increasingly virulent and dangerous storms and extreme weather events. Climate scientists agree that greenhouse gas emissions contribute significantly to climate change, and though our dependence on fossil fuels remains the most urgent obstacle for us to overcome, animal agriculture contributes between 30% and 17% of global GHG emissions. Consumers, especially Gen Z, increasingly prioritize foods with reduced impact on the climate.



Consumers also worry about animal and human welfare. Our *Deli Drivers* report, from March 2023, found that 63% of consumers felt concern about farm-raised animals themselves, and 63% reported feeling concerned about antibiotic use in farm-raised animals. We want cruelty-free meat, and we also want good health for ourselves. Consumers of all ages want to eat a healthy diet (53%) and many limit their consumption of red meat (27%). With the global population having topped 8 billion and hurtling toward an estimated 10 billion by 2050, the need for change has become even more critical. Not only do we want food that's good for the world, good for animals and good for us, but we also need much more of it. Conventional farming and food production methods do not seem up to the task of feeding so many people and certainly can't do so sustainably.

Products to Meet Those Needs

Plant-based proteins arose to address these personal and global needs, and brands proliferated to fill the space. In recent months, we've seen the plant-based competition begin to thin as manufacturers have addressed taste and texture and struggled with inflation and a goal of price parity. As plant-based products have joined the mainstream and become less of a novelty, consumers have begun to challenge their healthfulness, to label them "overly processed," and to point to their long, scientific-looking ingredient lists with suspicion. Again, though, the drivers behind plant-based proteins and their rebirth remain strong. Even as consumers question whether plant-based proteins fully satisfy the need for healthy, sustainable proteins, cell-based meats provide different solutions to those same problems. Cell-cultured meat promises to provide sustainable sources of protein that solve for each of those drivers – environment, human and animal health – with actual animal cells. No long, science-y



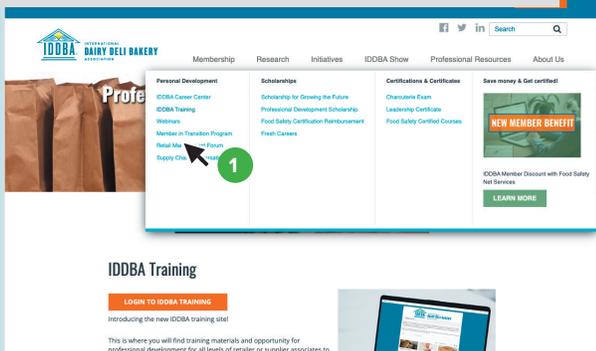
FOR IDDBA MEMBERS, DEVELOPMENT OPPORTUNITIES NEVER END!



DISCOUNTED LESSONS, CERTIFICATION OPPORTUNITIES, TRAINING PROGRAMS AND MORE!

The new IDDBA Training site has been developed to provide accessible materials and opportunities for professional development. With offerings for all levels of retail and supplier associates, the ability to learn and grow within current positions as well as prospective careers has never been more convenient. **Use this simple guide to find the materials and resources that fit your career objectives.**

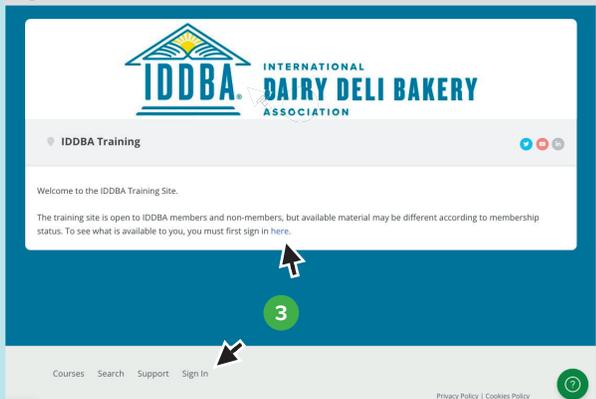
1 Visit the IDDBA website at iddba.org, select Professional Resources on the main navigation, drop down and select IDDBA Training



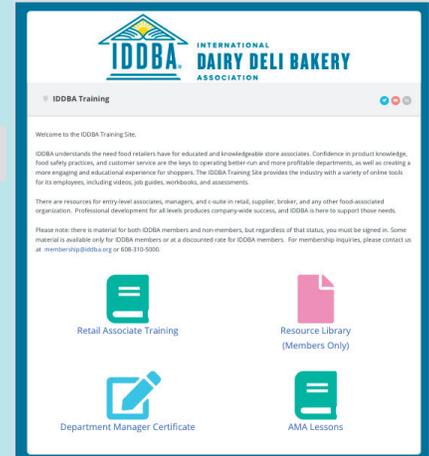
2 Click on LOGIN TO IDDBA TRAINING



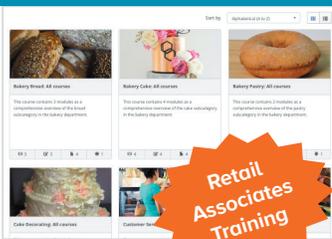
3 With your membership login info ready, click on Sign In



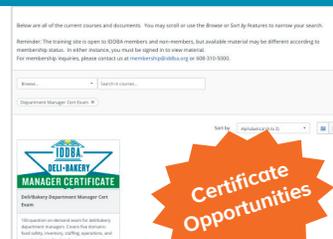
5 Once logged in, you'll go to the training site landing page.



With full access to the IDDBA Training site, here's what you'll find – and we continue to add more...



Retail Associates Training



Certificate Opportunities



Well-Stocked Resources Library



FOR IDDBA MEMBERS, A DISCOUNTED OPPORTUNITY TO BECOME A CERTIFIED SALUMIERE, OR EVEN A UW ALUM!



ABOUT THE EXAM:

- Written and reviewed by subject matter experts
- Recommended reading provided for exam prep
- Offered both virtually and in-person
- Certifying excellence in charcuterie product knowledge



DETAILS:

- This exam is offered by the IDDBA
- Cost: \$450 for members; \$500 for nonmembers
- Eligible exam-takers will have a minimum of 1,440 hours of paid or unpaid work experience



“...it covers so many different areas of salami. It's not just about fermentation, processes of curing... It also covers the business side”

Amy Forbis, Certified Salumiere





UNLOCK THE OPPORTUNITIES FOR PROFESSIONAL GROWTH!

IDDBA is dedicated to empowering people to navigate their paths towards success. Our scholarships serve as a valuable resource for individuals looking to embark on new ventures or enhance their existing accomplishments. Whether you're at the beginning of your career journey or seeking to explore new opportunities, IDDBA is here to support and inspire your professional growth.

PROFESSIONAL DEVELOPMENT SCHOLARSHIP

Offered exclusively to employees of member companies who are interested in training programs for career advancement.

What are the requirements?

- Work for an IDDBA member company
- Not be enrolled in a degree program
- Complete course with a grade of C or above or provide a certificate of completion
- Application received within two months of the completion of the course
- A short personal statement

Reimburse tuition/cost of course up to \$500 per course, and a maximum of \$1,000 annually (year runs July 1 – June 30).

GROWING THE FUTURE SCHOLARSHIP

The Growing the Future Scholarship is for current college and graduate students that work for an IDDBA member company.

What are the requirements?

- Upload an essay and a letter of recommendation from your supervisor
- Essay topic: What are your career goals after graduation, and what have you learned in your current work position that can be positively applied to those goals?
- Essay no longer than 500 words

Eligible employees may receive up to \$2,000 towards tuition.

FOOD SAFETY CERTIFICATION REIMBURSEMENT

Up to \$2,000 reimbursement for certification exams for member retail companies. More information on this here.



DID YOU KNOW?

Custom gear and tumblers with your company logo and IDDBA 2024 – Houston can be ordered. Proceeds help to build our scholarship programs! Scan the code above to start shopping!





Providing an excellent opportunity to have your employees recognized in front of hundreds!

The IDDBA and Supermarket News provide this program – setting the stage for recognizing the accomplishments of individuals in the bakery, deli, foodservice/prepared foods and dairy communities.

2024 NOMINATIONS ARE BEING ACCEPTED FOR YOUR STAR EMPLOYEES AND THIS YEAR OUR EVENT WILL RECOGNIZE:

- High-performing, results-oriented retail store department directors and managers
- Senior-level business leaders (VPs or higher) demonstrating outstanding leadership
- Emerging employees who show initiative and a strong commitment in your store

FOR THE RECOGNITION
APPRECIATION
CONFIDENCE
COMMITMENT
LOYALTY

STORE DEPARTMENT DIRECTORS/MANAGERS • EMERGING CHAMPIONS • LEGENDARY CHAMPIONS



In 2023, we recognized 35 Champions of Change at IDDBA 2023 in Anaheim, California.
In 2024, we will recognize recipients in a special ceremony at IDDBA 2024 in Houston!

Click or Scan!



Nominations for 2024 Champions of Change has begun.
The deadline for nominations is March 10, 2024.



WE CAN'T WAIT TO SEE YOU IN HOUSTON!

IDDBA | 2024

Houston, TX | June 9 – June 11

IDDBA | 2023 **FEATURED**

**THOUSANDS OF ATTENDEES
MORE THAN 800 EXHIBITORS
TOP RETAILER ATTENDANCE
+WHAT'S IN STORE LIVE
TRENDS, TECHNOLOGY AND INNOVATION!**

OUR MEMBERS GET THE BEST SHOW EXPERIENCE AVAILABLE!

IDDBA members receive

HUGE SAVINGS!

on IDDBA 2024 Show Registration fees!

Thousands of retailers, manufacturers, and wholesalers attended IDDBA 2023, home to over 800 exhibitors, offering solutions to grow your business and reach today's consumer.



All members, regardless of industry, category or company affiliation, are the **FIRST TO KNOW ABOUT:**

- Show Registration Announcements
- Late-breaking Show Updates
- Member-exclusive Messaging at Show
- Hotel Reservation Announcements
- Celebrity Speaker Announcements
- Member-to-Member Networking Opportunities

IDDBA Members are our special guests at IDDBA 2024! For discounts, special announcements, and communication before, during and after the show!

WELCOME TO IDDBA, AND CONGRATULATIONS ON YOUR MEMBERSHIP! IT'S TIME TO START REAPING THE BENEFITS!

MEMBERSHIP BENEFITS - AT A GLANCE



365 DAYS-A-YEAR

JOIN NOW!

An IDDBA membership provides 365 day a year value to our dairy, deli, bakery community

*Training • Certifications • Education Programs
• Industry Research and Trends Reports
• Scholarship Opportunities and Much More!*



SCHOLARSHIPS!

LEARN MORE

Next application period begins January 2024

Up to \$2,000 towards tuition!



WISCONSIN SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN - MADISON

CENTER FOR PROFESSIONAL & EXECUTIVE DEVELOPMENT

More info here...

Interactive, 3-day, on-campus opportunity to earn your leadership certificate from the UW Business School!



Get Certified

Offering in-person and virtual options for our Salumiere Certification program.



IDDBA App

For building 365 day a year connections!

Get it now!

Association updates, forums, events, and introducing mAPPEd, an interactive show floor map and directory for IDDBA 2023!



What's in Store 2024 – It's online!

**2024: FOOD!
THE BIGGEST INFLUENCER**

Get it here!

Hundreds of pages. Updated every month!

IDDBA BRINGS YOU

52 WEEKS OF EDUCATIONAL WEBINARS!

Presenting actionable concepts and relevant consumer insights for dairy, deli, and bakery in retail and beyond!

Check it out!



Plant-based milks are more reliant on host foods



JOIN AN ELITE GROUP OF INDUSTRY EXPERTS.

Apply Now!

Each year, the IDDBA invites cheese mongers, cheese connoisseurs, subject matter experts and industry leaders the unique opportunity to become a Certified Salumiere.



GET READY FOR HOUSTON

IDDBA 2024
June 9 – June 11

Sign up!

Applications now being accepted for IDDBA 2024!