anticipated that this may come in an effort to establish full traceability and transparency in the chocolate industry. Basic information required should include:

- Product name;
- Product description;
- Ingredients list;
- Quantity of cocoa solids contained in the chocolate product (usually expressed as a percentage);
- Allergens contained;
- Weight;
- Best before date;
- Product identification code;
- Storage instructions;
- Preparation instructions (where necessary).

Producers should be aware of the specific requirements for labelling in the country they are selling in. This is especially relevant to export sales or internet sales with potential customers abroad.

18.4.8 Costings and pricing

Costing of chocolate products for retail sales is usually based upon the five cost considerations in the equation:

- One-fifth = Cost of ingredients and packaging;
- One-fifth = Cost of staff;
- One-fifth = Contribution to cost of overheads;
- One-fifth = Contribution to cost of sales and marketing;
- One-fifth = Profit.

The cost of the final product to the consumer will often include sales taxes for large retailers, whilst some chocolate products can be exempt from such taxes. Wholesale prices are often in the region of 60% of the recommended retail price to allow for the retailers' mark-up to be incorporated, because they have further expenses to take the product to market, including: costs of staff, overheads, sales and marketing the product.

When setting prices it is advisable to benchmark against prices for comparable products in the market to ensure favourable and appropriate comparisons can be made, with prices being adjusted accordingly.

18.4.9 Skills

Working with chocolate is a skill that professional chocolatiers master over many years of training. As a minimum, an aspiring chocolatier should be able to confidently temper chocolate using a number of methods before investing in machinery to undertake the task. A confident ability to work with moulds and to hand-dip chocolates are essential basic skills that are perfected through practice. A number of short courses exist with chocolatiers and professional catering schools. Individuals wishing to start their own business or introduce chocolate

product lines should attend short courses as well as practice hand-making skills and if possible find work experience or placements with a chocolate professional. Chocolate can be an expensive ingredient to practice with, so it may be better when perfecting tempering skills to use ingredients that can be re-used.

18.4.10 Health and safety

As with all food production requirements, care should be taken to ensure the processes undertaken conforms to nationally legislated standards (see also Chapter 25). Application of the internationally recognised Hazard analysis critical control points (HACCP) methodology is an essential starting point, as other internationally recognised standards have a basis in this methodology. The seven stages identified in HACCP should be undertaken for each product being made and are as follows:

1 – *Conduct a hazard analysis.*

Identify physical, chemical or biological contaminants in the process of making your product that may cause the product to be unsafe for human consumption and the steps that can be taken to prevent them.

For example in fresh cream ganache made with fresh fruit there could be a risk of leaves, pips, pesticide residue, insects.

2 – *Identify critical control points.*

Identify points in the process when risks of hazards can be prevented, eliminated or reduced.

For example ensure the fruit is sourced from a reputable supplier, is inspected visually, cleaned prior to use, and taken to a temperature where any bacteria present will be reduced to a safe level.

3 – *Establish critical limits for each critical control point.*

Identify maximum and minimum values that a physical, chemical or biological hazard must be controlled at that critical point to prevent, eliminate or reduce risks to an acceptable level.

For example fresh fruit is heated to a temperature of at least 75 °C to kill most harmful bacteria that may be present.

4 – *Establish critical control point monitoring requirements.*

Create systems to effectively monitor the safety of procedures.

For example a visual check may be sufficient to clearly observe that the fruit is reaching a boiling temperature, with occasional temperature measurements to verify.

5 – *Establish corrective actions.*

What actions will be undertaken if there is a deviation from the established critical limits?

For example if there is a risk of bacteria being present, actions might be taken to reduce the shelf life of the product and ensure it is consumed within a shorter than usual period; alternatively it may be identified that the batch should be withdrawn from sale.