

COJ Blog Template – Mastering Artisan Chocolate Tasting

Paste this structure into a new Google Doc and save as COJ-Blog-Template-Artisan-Chocolate-Tasting. Replace bracketed fields while drafting. Internal links and keywords follow the Week 3 SEO cues (primary: “how to taste chocolate”, secondary: “artisan chocolate tasting”, “chocolate tasting tips”).

Meta Title (60 char max): How to Taste Chocolate Like a Pro | Chocolat on James

Meta Description (155 char max): Discover how to taste chocolate like a pro. Use sight, scent, snap, and savor to enjoy every Chocolat on James bar.

H1: How to Taste Chocolate Like a Pro

Hook Paragraph (80–120 words):

Set the scene with a warm, sensory introduction. Mention the experience inside the shop and the joy of slowing down with a square of chocolate.

H2: Set the Stage

- **H3: Choose Your Chocolate** – Prompt to feature seasonal bar; include [Internal Link: Product Page].
- **H3: Create the Mood** – Lighting, palate cleansers, company.
- **Pro Tip Callout:** short quote from chocolatier Dan.

H2: The Four Senses Tasting Method

- **H3: Look** – Describe sheen and color.
- **H3: Smell** – Encourage closing eyes, short inhale; suggest pairing with coffee/tea.
- **H3: Snap** – Include [Image Placeholder: close-up of chocolate snap].
- **H3: Savor** – Step-by-step tasting notes; reference tasting wheel.

H2: Make It a Gathering

- Suggest hosting micro tastings; mention booking private events.
- Include bullet checklist (glassware, palate cleansers, notepads).

H2: Take Notes Like a Chocolatier

- Provide short template table (Flavor | Texture | Finish | Pairing Ideas).
- CTA to download printable tasting sheet ([Internal Link: Tasting Sheet PDF]).

H2: Next Steps

- Invite readers to visit shop; mention upcoming tasting event.
- CTA button copy: “Reserve Your Tasting Flight”.

FAQ Section (Schema Ready)

1. *How do I cleanse my palate between chocolates?*
2. *What temperature should chocolate be served at?*
3. *Can I host a tasting for my team?*

Closing Paragraph: Reinforce brand voice, invite comments/questions.

Internal Links:

- Artisan bar collection
- Event booking page
- Newsletter sign-up

External Reference (optional): Link to fair-trade cacao partner story.

Author Bio Placeholder: 40–50 words, include link to staff profile.