

# COJ Blog Template – Inside Our Bean-to-Bar Journey

Copy into Google Docs named COJ-Blog-Template-Bean-to-Bar-Journey. SEO cues: “bean to bar chocolate [City]”, “how artisan chocolate is made”, secondary “ethical cacao sourcing”, “small batch chocolate”.

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**Meta Title:** How We Craft Bean-to-Bar Chocolate | Chocolat on James

**Meta Description:** Follow Chocolat on James from cacao bean to finished bar—ethical sourcing, careful roasting, and hand-finishing in [City].

**H1:** From Bean to Bar: How We Craft Chocolate in [City]

**Intro Paragraph (90–120 words):**

Invite readers into the kitchen, mention team members, emphasize craftsmanship.

## H2: Sourcing with Purpose

- Detail cacao origins, farmer partnerships, certifications.
- [Photo Placeholder: cacao farm visit].

## H2: Roasting & Winnowing

- Explain sensory cues, unique processes.
- Include short quote from head chocolatier.

## H2: Refining the Texture

- Stone grinding times, flavor development.
- Callout box explaining conching.

## H2: Molding & Finishing Touches

- Describe molds, inclusions, hand-wrapping.
- [Video Placeholder: pouring chocolate].

## H2: Sustainability Commitments

- Packaging choices, waste reduction, community support.

**Callout:** “Taste the Difference” – highlight product flight featuring single-origin bars.

**FAQ (schema):** 1. *What does bean-to-bar mean?* 2. *How do you choose cacao beans?* 3. *Can customers watch the process?*

**CTA:** Invite to book a tour or tasting class; mention upcoming workshop dates.

**Internal Links:**

- Sustainability page
- Workshop signup
- Featured single-origin bar

**Optional Download:** Bean-to-bar process infographic.