

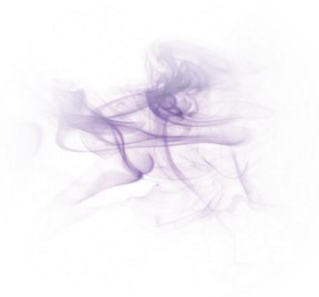


The Power of Hexx



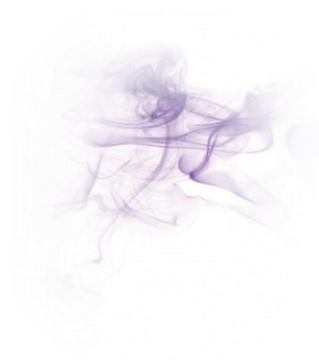
The Power of Hexx Journal

The Magick of Chocolate



“All you need is love. But a little chocolate now
and then doesn't hurt.”

—Charles Schulz, cartoonist



The Story of Chocolate

The Power of Hexx Journal

Bean to Bar

- ✘ Sourcing and Sorting
- ✘ Roasting and Winnowing
- ✘ Grinding and Conching
- ✘ Aging
- ✘ Tempering and Molding

“There is nothing better than a friend, unless it is a friend with chocolate.”

—Charles Dickens



The Power of Hexx Journal

For Love of Country

V.E.M.P.T

The Power of Hexx Journal

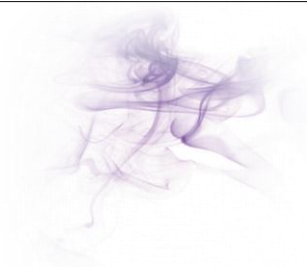
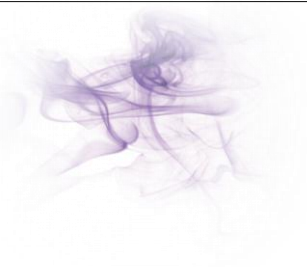
✘ Venezuela: Ocumare & Cumboto

✘ Ecuador: Camino Verde

✘ Madagascar: Sambirano Valley

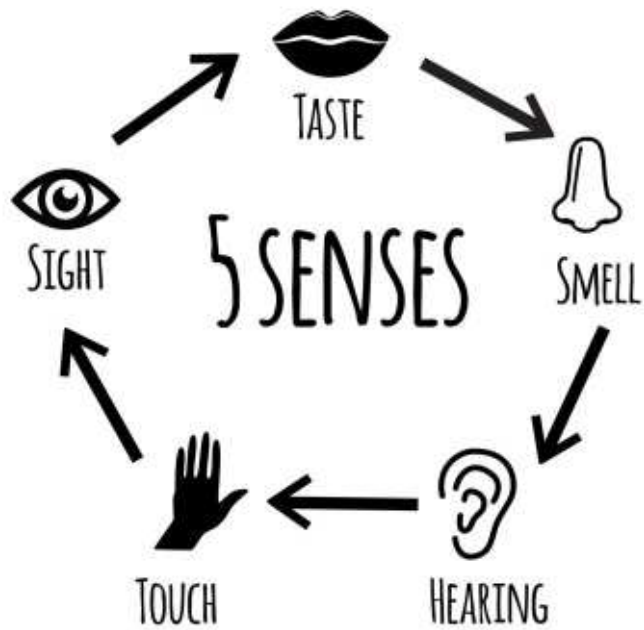
✘ Peru: Maranon Pure Nacional

✘ Tanzania: Kokoa Kamili



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Chocolate Tasting:



"Chocolate comes from cocoa, which is a tree and therefore a plant. That makes chocolate a salad."

- Alexxa

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Hexx CHOCOLATE CERTIFICATION

PART 1: Multiple Choice (5 points each)

Please indicate the correct answer by writing the letter of your choice in the blank space.

1. ____: The first step in the Bean to Bar process involves finding the right beans from the farmers who treat and ferment the beans with the care needed to produce high quality Bean to Bar chocolate.

- A. Grinding and Conching
- B. Roasting and Winnowing
- C. Sourcing and Sorting
- D. Tempering and Molding

2. ____: All of the following are recommended ways for tasting chocolate EXCEPT:

- A. Rub chocolate between thumb and index finger to warm and release the volatile aroma components.
- B. Hold your breath for a short moment and exhale in phases through your nose to enhance the sense of aroma.
- C. Break off a small piece of chocolate to look and listen for the “snap”
- D. All are recommended ways for tasting chocolate

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3. ____: A person or company who buys and roasts cocoa beans and grinds them into chocolate:

- A. Sourcer
- B. Chocolate Maker
- C. Chocolatier
- D. Roaster

4. ____: Hexx is the only known Bean to Bar chocolate company to use this unique ingredient:

- A. Organic Coconut Palm Sugar
- B. Apple Cider Vinegar
- C. Hazelnut Butter
- D. Cocoa Creamer

5. ____: Hexx Chocolate is sourced from the following continents:

- A. Asia and Africa
- B. North America and South America
- C. South America and Africa
- D. Europe and Africa

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PART 2: True/False (3 points each)

Please indicate True or False to the following statements by writing True or False in the blank space.

1. _____: Just like wine, chocolate has tannins in it, and the flavor develops as it ages.

2. _____: Today most cocoa is grown in a narrow belt around the equator in Latin America, Africa, and Asia. Good cocoa only grows 35 degrees above and below the equator.

3. _____: 70% of the world's cocoa comes from Africa: the Ivory Coast and Ghana are the leading producers.

4. _____: Hexx Chocolate is aged for a minimum of 4 weeks before tempered and molded into chocolate bars.

5. _____: Two ingredients that make up Hexx Chocolate are cocoa nibs and hazelnut butter.

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PART 3: Matching (2 points each)

Please indicate the correct answer by writing the appropriate letter next to the matching word in the blank space.

1. Chocolate Liquor _____

2. Cocoa Nibs _____

3. Cocoa Butter _____

4. Tempering _____

5. Couverture _____

6. Winnowing _____

7. Cocoa Pods _____

8. Fermentation _____

9. Fine Beans _____

10. Chocolatier _____

- A. The process of removing the outer shell of the cocoa bean after it has been roasted
- B. A clear neutral oil separated out of the chocolate liquor by using a hydraulic press
- C. The seed inside the cocoa pod
- D. A very high quality chocolate that contains extra cocoa butter (32-39%)
- E. The center part of a cocoa bean that is exposed after the shell has been removed
- F. A person who makes chocolate
- G. The length of this process varies by bean type and can require 2-5 days
- H. A fine paste consisting of ground cocoa nibs
- I. Pronounced ka-kow, these are pods of beans before they are produced into chocolate
- J. To improve the consistency, durability, or hardness of chocolate by heating and cooling it

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PART 4: Short Answer (20 points each)

Please write a brief response to the following questions.

1. Please list 2 of the 5 Hexx Chocolates. For each chocolate, please write 2-3 interesting facts and/or tasting notes about the chocolate.

2. A guest asks, "What is your favorite Hexx Chocolate? Which do you recommend?" How would you respond? Please include details of the origin and flavor of your favorite chocolate.

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The Power of Brand



“Define what your brand stands for, its core values and tone of voice, and then communicate consistently in those terms.”

—Simon Mainwaring, Brand Consultant



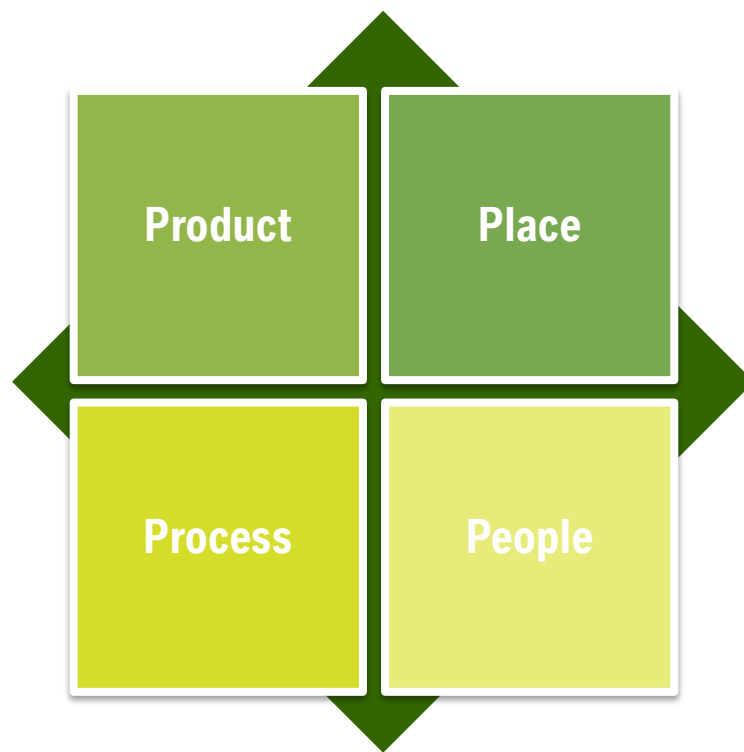
Topics

- 1) Understand what a brand is.
- 2) Understand how to develop an emotional connection between the brand and our guests.
- 3) Introduce Alexxa and her inspiration to the Hexx brand
- 4) Discuss and define the core elements of the Hexx brand; mission, vision, and essence.

The Power of Hexx Journal

How do we create an emotional connection with our guests?

The Customer Experience



“Great brands always make an emotional connection with the intended audience. They reach beyond the purely rational and purely economic level to spark feelings of closeness, affection, and trust. Consumers live in an emotional world; their emotions influence their decisions. Great brands transcend specific product features and benefits and penetrate peoples emotions.”

—Professor Leonard Barry, Texas A&M

The Power of Hexx Journal

The Story of Hexx

BRAND DNA | HEXX | BRANDING ARCHITECTURE

master brand:



location:



restaurant:



pure origin chocolate:



chocolate counter:



bulk candy:



The Power of Hexx Journal

Alexxa



The Story of Alexxa

Two years ago, Alexxa realized that it was time. She had kicked the idea around in her head for a few years. It started after college, when she was traveling in South America. It became even more important when she was living in the Philippines.

The Power of Hexx Journal

The Beginning

Alexxa was born in Washington D.C. Her father was the lead of an international not-for-profit that focused their efforts on building schools and water wells for developing nations. His work took him to places all over the globe for long periods of time. As a young child, Alexxa dreamed of her father's adventures- of foreign lands, of different cultures.

Her mother taught art history at American University. There were long stretches when it was just her mother and younger brother at home. When her father would return, he would always bring with him toys that the women in the village had made for his children and a piece of art made for his wife by a local artist. Most importantly, her father brought back the best stories- tales of hardship and how people would come together to build a school in ten days or a well in three. He would talk about the personal lives of those he had met in these villages. They were his friends, and he loved their stories. More importantly, he loved their heart.

Growing Up

When Alexxa was thirteen, her father asked her to accompany him on a trip to Ecuador during the summer. From the outset, she was hooked. They built a school for children ranging from ages four to seventeen. The school had dirt floors, used books, donated pencils, new desks, and blackboards. And it had the joy of every child that had the opportunity to attend. She made friends with the children in the villages and went to their homes. It was there that she learned how to make a cookie dish with caramelized milk filling (Alfajores de Manjar).

Six weeks later, Alexxa returned home, and it was her turn to share stories.

The trips continued every summer throughout high school. Despite all of her success in school, the adventures she shared with her father were the highlight of her youth. After high school, Alexxa was admitted to UC Berkeley, where she found an environment that encouraged her to continue exploring various regions and cultures.

A Young Woman

After graduation, Alexxa taught English to students in Nicaragua, Ecuador, and Mexico. After a few years, she decided to join her boyfriend in the Philippines, where he was opening a school. Within three years in Cagayan de Oro, they were married.

While living in the Philippines, Alexxa started hosting families and friends at their house. She would make chocolate using local beans and was told by her guests that they had never tasted such rich, robust chocolate. Her friends and guests believed her creations were magical. So she started ordering small batches of beans from her friends in other countries.

She introduced her friends to just how different chocolate can taste from various regions around the world. From the espresso taste of a bean in Ecuador, to the cherry taste of a bean in Madagascar, to the citrus taste of a cocoa bean in Venezuela, the flavors were wildly different but always had the same result: they put a smile on her guests' face. With that, she was inspired. Her creations were super, and they were natural. They put a Hexx on everyone she entertained.

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The Hexx Brand

Mission

Vision

Essence



The Power of Hexx Journal

Hexx Mission

We share the joy and magick of craft chocolate with our friends and guests while hosting one-of-a-kind tasting experiences.

The Power of Hexx Journal

Chocolate Quiz #1

1. Order the Bean to Bar steps in the correct order:
 - a. Tempering and Molding
 - b. Grinding/Conching
 - c. Sourcing and Sorting
 - d. Roasting/Winning
 - e. Aging

Write answers below:

1. _____
2. _____
3. _____
4. _____
5. _____

2. What is the key ingredient in the production of Hexx chocolate that provides a unique flavor to the chocolate without covering up the flavor of the cacao bean?

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3. The process of removing the outer shell of the cocoa bean after it has been roasted is called:

- a. Tempering
- b. Fermentation
- c. Winnowing
- d. Couverture
- e. Sorting

4. What does tempering do to the chocolate?

5. Briefly describe what Bean to Bar process means:

6. True or False: There are dedicated employees at the Hexx chocolate factory who hand sort the beans to remove any that are not perfect and will produce poor chocolate.

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7. True or False: After roasting and winnowing, the cocoa nibs are ground into a paste called chocolate liquor.
8. We age our chocolate a minimum of how many weeks before we temper and mold the chocolate into bars?
- a. 6 weeks
 - b. 3 weeks
 - c. 2 weeks
 - d. 8 weeks
 - e. 4 weeks
9. What is the main difference between Bean to Bar chocolate and other industrial produced chocolate?

10. Why are the cocoa beans roasted?

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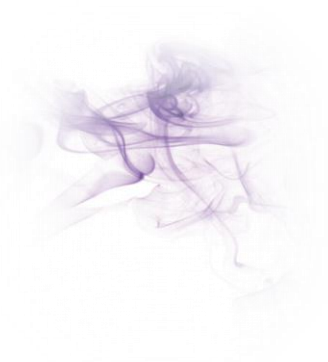
Hexx Essence/Pillars

- ✘✘ Perfectly crafted single-origin craft chocolate
- ✘✘ Approachable American cuisine with International flavors
- ✘✘ Insistent keepsakes and gifts that must be shared
- ✘✘ Hosts who share laughter and deliver joy

"The Hexx brand is a collection of experiences, stories, and tastes; it is about sharing the things that we love and a love to share; it is a celebration of chocolate and the ability of chocolate to celebrate; It is aspirational and inspirational; It is a promise, an education, and a pursuit."

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The Importance of Culture



“Organizational culture is the sum of the values and rituals of an organization.”

—Richard Perrin




- 1) Understand what a culture is and why it is important.
- 2) Understand why values are so important.
- 3) Understand the Hexx Values.

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What is culture?

Why is culture important?



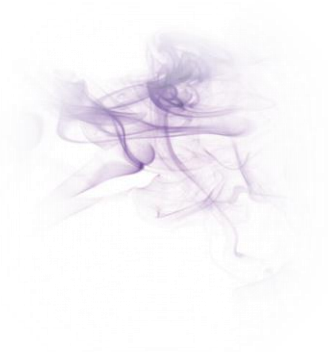
“Culture is the behavior of your company and its people. It forms your reputation, and your reputation is your brand.”

—Dave Allen

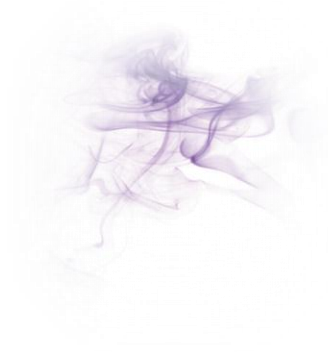


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The Hexx Values



“Company values define how people act and interact with each other and your guests.”



The Power of Hexx Journal

Hexx Value # 1: Smile with your whole body

In her travels, Alexxa came across people who were passionate about the gift of life. Their happiness came from human connection, and the joy of generations of family living in a community together. These people had few worldly possessions, but they were alive. They had evident passion in their lives even as they woke up every morning and started a new day. Every day they did what they loved, whether it was farming, trading, making jewelry, or cooking: they each played a unique role in their communities and were able to provide for their families. Their simple lifestyles created happiness and passion, and it showed. Alexxa noted how their body language, facial expressions, and tone of voice seemed to bring these emotions and passions to life. She often talks about people who know true joy and happiness as people who smile with their whole bodies.

“Only passions, great passions, can elevate the soul to great things.”

— Denis Diderot

The Power of Hexx Journal

Hexx Value # 2: Be kind and courteous

As a young girl Alexxa spent many holidays, vacations, and summers with her grandmother. She loved her grandmother dearly, and has fond memories of their days together. Over the years she has reflected on what made her grandmother so special to so many people. She remembers that her grandmother would always be hosting family and friends for afternoon tea. It seemed there was never a day when someone didn't stop by, and yet her grandmother always had something freshly baked or brewed to share; she was never unprepared. Her grandmother would listen to the stories of others, never trying to impart her own wisdom or thoughts, just listening intently. At the end of their talks, her grandmother would often share a small prayer, offer a few words of advice or encouragement, and heartfelt thanks for taking the time to share the afternoon with her. People seemed to be in awe of her grandmother, leaving with a renewed strength and a bigger smile on their faces, and yet all Alexxa's grandmother did was share a cup of tea or some small treat, listen, and offer words encouragement or thanks. The simplicity of these habits was never forgotten: today, Alexxa continues her grandmother's exemplary behavior and ideas in her own home and restaurant.

"Be kind whenever possible. It is always possible."

— Dalai Lama

Hexx Spells

✘ ✘ **A SPELL FOR LOVE**

Precious chocolate, rich and dark,
To my heart throb send a spark
Of passions rich yet heart unfree
Forge this love in fire for me!

✘ ✘ **A SPELL FOR FUN**

Jitter bugs and dancing feet,
Laughter, songs and joy replete,
Let's go howl unto the moon,
And sing, and sing a joyous tune!

✘ ✘ **A SPELL FOR ADVENTURE**

Bore me not with things I know
Take me places I never go
Send the wind to carry me where
Life unexpected happens there!

✘ ✘ **A SPELL FOR SURPRISES**

When moon is full and black are skies
Let hopes for sudden gifts arise
Let fortune come in witch's guise
To cast a spell of rare surprise!

✘ ✘ **A SPELL FOR FRIENDSHIP**

To a friend whose feelings I have injured,
Again our souls should be as kindred
As once they were before my fall
Together, friend, for once and all!

✘ ✘ **A SPELL FOR SUCCESS**

I will work and I will toil
But, devil, not my prospects foil
Allow the lights to shine on me
And bathe me in celebrity!

✘ ✘ **A SPELL FOR LUCK**

With this taste of something sweet
I conjure luck lay at my feet,
Whether dice may roll or wheels go round,
I bid that luck to me abound!

✘ ✘ **A SPELL FOR RICHES**

Silver, gold, dollars, coin,
To my future, now be joined,
Wealth be mine and it, I'll share
With all for whom I dearly care!

✘ ✘ **A SPELL FOR HEALTH**

A life so long, of good health,
A richness sure beyond all wealth,
Grant me now a heart so strong,
And healthy through a life so long!



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Hexx Value # 3: Be sophisticated and welcoming

From a very young age Alexxa was immersed in the world of art history by her mother, a professor at American University. Many nights were spent discussing the symbolism, colors, or materials of a particular painting or portrait. Alexxa was always challenged to look for the clues to ancient lives, to decode what was most important to the people of that era, or to consider how they wanted to be remembered. Her consideration for other cultures and eras was enhanced through her father's stories of his travels, the villages he visited, and the people he met. As she got older and began to accompany her father on his trips, her own firsthand experiences and interactions further enriched her global views and insights. Yet, her knowledge and consideration of the world found her at odds with those who would have her believe the world only resided in 50 states. Just as her parents opened up her mind to considerations of what was important to others and to be respectful of that, she urged those around her to get out and experience the world, and to be open to the lessons that the food, art, and music from other cultures, traditions, and people might offer.

"The most sophisticated people I know –
inside they are all children."

—Jim Henson, *Muppets* creator

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Hexx Value # 4: Be knowledgeable and willing to share

Whether learning or teaching, Alexxa had a passion for knowledge and endless curiosity. Passions quickly evolved into expertise as she lost herself in books, pieces of art, and experiences, immersing herself to truly understand what made them special. When she discovered her love for chocolate and began experimenting with the different beans, she had an insatiable desire to know more. As she urged her friends to taste her recipes, she educated them on the finer details like a practiced chocolatier. She found great joy in pairing meats, fruits, wines, and local delicacies with different chocolates to see the delight on people's faces as they took the first bite. What was initially a tasting evolved into dinner parties and events founded on a love of, and celebration for, chocolate. Her dinner parties become known, her invitations celebrated, and her insights were considered priceless; so began the Hexx brand, a journey into single-origin, craft chocolate and one-of-a-kind tasting experiences.



"An investment in knowledge pays the best interest."

— Benjamin Franklin, *Founding Father*



The Power of Hexx Journal

Chocolate Quiz #2

1. Hexx gets their chocolate from all of the following countries EXCEPT:
 - a. Ecuador
 - b. Peru
 - c. Ethiopia
 - d. Venezuela
 - e. Tanzania
 - f. Madagascar

2. What are two words that can be used to describe the chocolate from Ecuador:

3. True or False: The flavors of chocolate from Venezuela vary from between plum, peaches, red fruits with hint of caramel and vanilla.

4. True or False: The Sambirano Valley, where we get our chocolate from, is located in northwest region of Tanzania.

5. The name of the chocolate from Tanzania is:

The Power of Hexx Journal

- a. Camino Verde
 - b. Sambirano Valley
 - c. Kokoa Kamili
 - d. Ocumare and Cumbuto
 - e. Maranon Pure Nacional
6. The name of the chocolate from Venezuela is:
- a. Ocumare and Cumbuto
 - b. Maranon Pure Nacional
 - c. Sambirano Valley
 - d. Kokoa Kamili
 - e. Camino Verde
7. What are two words/phrases that can be used to describe the chocolate from Peru:

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8. The name of the chocolate from Ecuador is:

- a. Camino Verde
- b. Sambirano Valley
- c. Kokoa Kamili
- d. Ocumare and Cumbuto
- e. Maranon Pure Nacional

9. The name of the chocolate from Peru is:

- a. Camino Verde
- b. Sambirano Valley
- c. Kokoa Kamili
- d. Ocumare and Cumbuto
- e. Maranon Pure Nacional

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10. When tasting chocolate from Tanzania, you can catch hints of all of the following EXCEPT:

- a. Cherry
- b. Marzipan
- c. Coffee
- d. Lemon
- e. Almond
- f. Floral
- g. Dark berries

11. Chocolate from Madagascar has strong notes of:

- a. Vanilla
- b. Citrus fruits
- c. Almond
- d. Floral
- e. Dark berries

