



CALL FOR PAPER

INTERNATIONAL INTERDISCIPLINARY CONFERENCE

Tastes of chocolate around the world

March 24th-25th, 2017

Paris Sorbonne University and the House of Mexico Foundation at the *Cité Universitaire Internationale* of Paris

In 2016, chocolate is conquering the world with the arrival of new consumption markets and moreover with the traditional cocoa producer countries, which have at the present a local system of chocolate making (Peru, Brazil, etc.).

The taste of chocolate is different in New York, in Tokyo, Bruges and even in Paris. Thus the own gastronomic culture in each country influences directly the aromatic perception of a “good chocolate”. Obviously, chocolate is eaten differently according to the type of products (chocolate in tablet, truffles, bonbons, pastries and beverages).

Hence, how to locate, analyze and appreciate the “**tastes of chocolate around the world**”? This is the question we propose to investigate through an interdisciplinary approach. In order to determine the tastes of chocolate in several countries of consumption, the participation of experts and researchers scholars from different disciplines (anthropology, sociology, economy, geography, history, aromatic science, agronomy, chemistry, physiology) is required.

Call for paper

We expect contributions, from all disciplines, that could enlighten the diversity of the tastes of chocolate around the world, through the process of chocolate making, the selection of ingredients, the national chocolate consumption habits and the food cultures.

Papers may address topics such as (partial list):

PRODUCTS AND TECHNIQUES

- Cocoa varieties and *terroirs*
- Fermentation and flavours
- Technical innovation, taste variations
- Aromatic potentials of chocolate and diversity of applications
- Granulometry and perception of chocolate
- Evolution of flavours and use before date

CULTURES AND TASTES

- Trends and collections in chocolate & pastry making
- Spatial distribution of chocolate tastes
- Chocolates and climates
- History and evolution of the tastes of chocolate
- Aromas (natural or artificial) and the taste evolution
- Dark, milk, white chocolate: consumers' profiles
- Chocolate semiology and sensory analysis
- Food & beverage pairing with chocolate
- Chocolate representation in arts
- Taste of chocolate & nutrition

MARKETING AND FOOD MARKET

- Industry and artisanal production: two different types of flavour positioning
- Chocolate scenography and the culture of taste
- The taste of organic chocolate
- Food channels and conservation of chocolate flavours
- Chocolate "bean to bar" and the flavour traceability issue
- Taste of chocolate at all costs? Fair trade and value sharing

Organizers:

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Gaëlle et Richard SEVE – Artisans chocolatiers

Valentine TIBERE – Chocolatologue

All abstracts should be in English, French or spanish, a 500-word long with its title, affiliation and contact information. Please kindly address your document before January 4th 2017 (deadline of submission) to vincent.marcilhac@u-cergy.fr