

THEOBROMA CACAO

"FOODS OF THE GODS"
FROM MEXICO TO BALI
FROM BEANS TO BARS



BALI - INDONESIA



MEXICO



Om Swastyastu

We are grateful for the presence of Ida Sang Hyang Widhi Wasa, God Almighty, so that we can complete a booklet containing brief information about Chocolate and our company profile, Cau Chocolates International. Talking about Chocolate, almost everyone we meet must have seen, ate or drank chocolate because chocolate is identical to food or drinks that have a distinctive sweet taste that is refreshing and makes adults or children addicted.

But that is only a small part of chocolate that we know because talking about chocolate there are many aspects in it from history, civilization, geography, processes, health benefits, food and beverage art, economic value and so many lessons we can learn from the story behind a piece of chocolate.

We are proud because in Bali there has been established Cau Chocolates International as the only chocolate company owned by Balinese sons. It's really not easy because so far the technology about chocolate is almost never known to us correctly, both cultivation, the process of maintaining plants, the post-harvest process to produce good quality seeds and then become various products that are ready to be thrown to the market.

With a struggle that is not easy and very winding, but supported by a very strong idealism to raise the fate of chocolate farmers to become better and by the gift of God Almighty finally we can overcome all obstacles. There are a few simple questions that must be answered by the Indonesian nation as the world's third largest chocolate producing country, why should it import processed chocolate from Europe where even one chocolate tree cannot live there? Why is Indonesia not focused on developing and paying attention to chocolate because chocolate is a high economic value commodity? Hopefully the idealism and the question we can slowly find the answer.

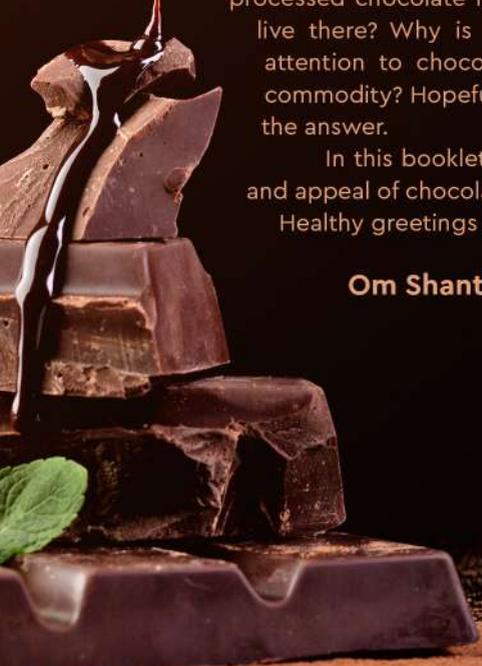
In this booklet we will present only a small part of the uniqueness and appeal of chocolate which is hopefully useful to us all.

Healthy greetings and great greetings from Cau Chocolate International

Om Shanti, Shanti, Shanti Om



I Made Perwira Duta, SS, CHA
Corporate General Manager
Cau Chocolates International





BRIEF HISTORY OF CHOCOLATE

Cacao plants originated from the Amazon Valley on the American continent which has a tropical climate. The habit of drinking bitter chocolate from cocoa beans has been practiced for a long time by the Aztecs and Mayans in Mexico from 1500 BC. They assume that chocolate drink as a drink of the gods from heaven because it has various properties as medicine.

In 1529, Ferdinand Cortes brought cocoa beans from Mexico to Spain and made them a more delicious chocolate drink because they had added sugar. Since then chocolate drinks have become very popular and spread to other European regions such as France, the Netherlands, Germany and the United Kingdom. They believe that aside from being a beverage, chocolate can cure various diseases ranging from anemia to digestive problems. Even in the 16th century until the 20th century more than 100 types of drugs circulating in Europe using raw materials for cacao seeds.

Although chocolate developed rapidly from the 19th to the 20th centuries, cocoa cultivation in Indonesia actually existed from 1560. Spain brought it to the Philippines, its colony, then from the Philippines spread to Minahasa (North Sulawesi). The types of cocoa that first entered Indonesia were Criollo cacao from Venezuela. At that time Venezuela, which was also a Spanish colony, became the largest cocoa producer in the world. Venezuela supplies half the world's cocoa beans.

TYPES OF CHOCOLATE PLANT



In the world there are 2 types of chocolate plants namely Criollo and Forestero which are distinguished by the color of the keeping parts of the seeds. The green color belongs to the Criollo group, often called fine cocoa or noble cacao. Purplish red color is included in the Forastero group. In terms of taste and aroma Criollo better but in terms of productivity Forestero better. But 95% of the world Cacao trade comes from the Forastero type. At present Indonesia ranks third in the world cacao producer under Ivory Coast and Ghana.

ESTABLISHMENT OF CHOCOLATE CAU BALI

Starting from his love for agriculture because he was born from a farming family in Cau Village, Tabanan. Mr. Alit Artha Wiguna who is also a Doctor and research lecturer at Udayana University was moved to help and guide the chocolate farmers in his village. The Chocolate Farmers at that time went awry because they worked hard to plant and maintain cocoa, but after harvesting the price per kilo of cocoa beans was valued by middlemen at a very low price, not very comparable to the hard work and sacrifice of the farmers. Move Mr. Alit to foster the farmers farmers by introducing an organic chocolate planting system. It means chocolate gardening without using chemical pesticides and fertilizers. Mr. Alit with his ability as a research lecturer finally created a mixture of 3 types of leaves which were then fermented to produce natural ingredients that were strong enough to expel all types of pests from cacao plants and also created organic fertilizer from the remaining fermented water of cacao fruit and cacao fruit skin.



Alit Artha Wiguna | Kadek Surya Prasetya. W

Thanks to this effort, the farmers enthusiastically followed his instructions and were always accompanied. After that the harvests of cocoa farmers are very abundant, passing through the fermentation and drying process before being thrown into the market. And the results are accommodated Cau Chocolate with prices almost 4 times the price of non-organic seeds.

Assisted by his son, Mr. Kadek Surya Prasetya from 2017, this former banker with his banking and marketing experience in just 2 years has been able to bring Cau Chocolate to the international scene. This is evident from Cau Chocolates which has succeeded in penetrating the export market to various countries such as Malaysia, Japan, New Zealand, USA etc. and has spread to various outlets in Bali such as Duty Free, Airport, Pepito, Carrefour, Cocomart, Krisna Souvenirs.

Kadek Surya Prasetya has also received awards from the Minister of Agriculture of the Republic of Indonesia as Millennial Farmers, has been a speaker and invited as a speaker in various local and national events and is currently elected as the head of Tabanan's Young Entrepreneurs Association (HIPMI).

FAIR TRADE

Cau Chocolate since its inception has been committed to helping local Balinese farmers by providing coaching, mentoring and purchasing cocoa beans from farmers at very good prices and directly paying on the spot.

Cau Chocolates is currently working with a group of organic Cacao farmers from Jembrana Bali, the KSS (Koperasi Semaya Samaniya) and also with one of the Non-Governmental Organizations, Kalimajari. This Poktan now has 600 members with 6,000 hectares of managed land.



Ketut Wiadnyana



Agung Widiastuti

It is not easy to make Jembrana-Bali one of the centers of organic cacao in Indonesia. It takes a long and winding struggle from the Chairperson of Jembrana KSS, Mr. Ketut Wiadnyana, accompanied by one of the Chocolate Organic Bali warrior women, Mrs. Agung Widiastuti as Director of the Kalimajari Foundation, who is committed to providing professional assistance and direction so that the program runs smoothly.

Fortunately, little by little with counseling and mentoring who do not know tirelessly, finally the SSC and Kalimajari succeeded in convincing cacao farmers to switch from ordinary cacao farmers to organic cacao farmers. The requirements to become organic products are very strict, they must not use chemical pesticides and fertilizers on cacao plants. Then the KSS must send samples from the soil, stems, leaves, flowers and fruit to the Netherlands for laboratory testing. Even if there are only a few pesticides or chemicals, you will not be able to get an organic certificate.

Currently cacao products from Cau Chocolates have received organic certificates from Organic Indonesia, Organic Europe and Organic USA and have been certified as halal products from MUI.



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Cau chocolate has also bought Cacao Organic seeds and fermentation from farmers is almost four times the price of the previous cocoa beans so that Cacao organic farmers feel very helped, added enthusiasm and support the Cacao organic and Cacao fermentation program.

CHOCOLATE SEEDS FROM JEMBRANA-BALI, ONE OF THE BEST CHOCOLATE SEEDS IN THE WORLD

In 2017 there was a Cacao Seed contest all over the world in Paris, France and from Indonesia represented by Organic Cacao Seeds from Bali. In this contest out of 146 samples of the world's Cacao seeds, Cacao organic Jembrana, Bali succeeded in ranking 50th in the world so that it was awarded the Cocoa of Excellence So now the world of Cacao lovers and distributors lined up to order Cacao Organic from Jembrana.



CAU CHOCOLATE AGRO DIVISION

Cau Chocolate has an Agro Division located on Jalan Marga Apuan, Cau Village, Tabanan.

Here Cau Chocolates has several interesting places to visit such as Organic Chocolate Garden, Rice Field Trekking, Chocolate Spa, attractions of rice cultivation, the attraction of plowing rice fields, feeding cows, visits to chocolate factories to find out the process of making chocolate, restaurant for lunch and chocolate gallery.



EDUCATION ABOUT CHOCOLATE

Under the Agro division we also carry out an education function to the wider community both schools, government agencies, private agencies and the general public both locally, nationally and internationally.



CAU CHOCOLATE PRODUCT DIVISION

For Cau Chocolate International products we currently have around 70 types of products from roasted beans (roasted beans), Nibs (cacao seeds that have been crushed but not yet refined), Powder (Cacao powder), Butter (original cacao butter), dark chocolate (real chocolate with certain chocolate contents), vegan series, multipack, golden series etc.





Here are some of the benefits of chocolate that is very good for our health including :

- Prevents heart disease
- Lowering blood pressure
- Lowering cholesterol
- Low fat content
- Promotes blood circulation
- Avoid chronic fatigue
- Anti aging
- Improve eye health
- Reducing the risk of cancer
- Can smooth the skin
- Helps us to lose weight
- Very good for brain health
- Anti Depression



CAU CHOCOLATES INTERNASIONAL

Organic Certified by Control Union 864016



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CAU GROUP



COLI
Coffee & Liqueur



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