

April 22, 2010

Thanks for tuning in to Pat Magee's CANDYMAIL ... please visit <http://www.patmagee.com/IndustryEvents.aspx> for updated dates and our sponsors' Web sites!

As We Publish ... RCI's sold-out Spring Regional Institute/New England Chocolate Tour, April 18-22, is on the road and members are visiting confectioners and quite enjoying themselves ... Co-Chairs Jim Bourne, Hilliard's Chocolate System, and Fran Cox, Jr., Dorothy Cox's Candies organized the event ... Next week, CANDYMAIL will participate at PMCA 64th Production Conference, April 26-28 ... Please spend time at all the Suppliers Exhibits, and try Magee's Booth 100 for a chance to win a prize.

Coming Events: Interpack Features Shows within a Show

When interpack 2011 opens next May 12-18 visitors will be treated to three (with two of them new) special exhibitions within its processes and packaging venue at the fairgrounds in Düsseldorf, Germany (shown below). In addition to INNOVATIONPARC Packaging, which theme is "Quality of Life," the first new show, Metal Packaging Plaza, will offer a meeting point for the international metal packaging industry and its suppliers to engage in in-depth discussions on issues facing the industry. Exhibitors will also showcase innovations in metal packaging solutions. Saving food will be the focus of the second new special show at interpack 2011, which is appropriately called Save Food! This show will focus on creating efficiencies in packaging including transportation and logistics to contribute to international initiatives against wasting food. Save Food! will focus on concepts and solutions to improve the effectiveness of packaging. Messe Düsseldorf; supporting associations of



interpack; and the United Nations Food and Agriculture Organisation [sic] will manage Save Food! For information on visiting or exhibiting at interpack 2011, contact Messe Düsseldorf North America in Chicago via telephone 312.781.5180, fax 312.781.5188, or e-mail info@mdna.com. More information about interpack 2011 is also available at www.mdna.com.

Women in Confectionery: Map Marks Chocolate Shops

Do you know where the finest chocolates can be found? Click www.chocomap.com for the location nearest you, or ask Pam



Williams, founder of Ecole Chocolat, Vancouver, B.C., Canada, and creator of the interactive click-and-find Web site. Williams (shown at left) reveals, “Chocomap was based on a directory of chocolatiers and chocolate shops I had been compiling over my 20 years in the chocolate business. I first used it as a student resource, for our Ecole Chocolat curriculum,” she says, adding, “and then got the idea to celebrate all these great people

on Chocomap.com.” From her list of approximately 200 shops, the dots on the map have mushroomed to almost 1,700 worldwide. As an instructor and entrepreneur, Williams established Ecole Chocolat in 2003. “We are in our seventh year of working with great students,” she says, adding, “My goal this year is to find more companies willing to help someone from a non-competitive region to succeed via internship or apprenticeship.” Ideal openings would last one week to one month, based on each chocolatier’s preference. Williams adds, “We are the proud sponsor and founding member of the Fine Chocolate Industry Association (FCIA),” that presents Awards of Excellence to worthy chocolate professionals. Please contact pam@ecolechocolat.com; to find a chocolate shop, visit www.chocomap.com. It’s also marked at <http://www.patmagee.com/WhatWeDo/Samples.aspx>.

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