

THE CHOCOLATE LOVERS TRAVEL
CLUB
IS GOING TO
BELIZE & THE TOLEDO CACAO FEST
WITH CLAY GORDON



**May
22-29 2008**





Clay Gordon, one of the world's foremost independent experts on chocolate and author of *Discover Chocolate (and fellow CLTC member)*, will lead us through a week-long delightful Mayan Chocolate Experience that's designed to give us a practical education on processing cacao to make chocolate.



Clay will offer a slate of scheduled and optional classes as well as lead discussions covering all aspects of cacao and chocolate. Topics covered include tasting chocolate; chocolate and wine pairing; cacao genetics and agricultural practices; home, artisan, and industrial chocolate manufacturing; what factors contribute to chocolate quality; flavor development in chocolate; and the history, economics, and geopolitics of chocolate, among others.

This is our CLTC Pre-Inaugural journey where you will qualify as a CLTC Charter Member*

We'll work our way through the entire practical process of making chocolate from scratch, starting with the cacao fruit on the tree and ending with delicious chocolate melting in our mouths. In addition, we'll learn local Mayan chocolate preparation techniques, take part in the festivities of the 2nd Annual Toledo Cacao Festival, meet members of the Toledo Cacao Grower's Association, and attend a chocolate making workshop. Also included is a day on the Caribbean beach for snorkeling, swimming and beach-combing.

And, just look at where we're staying!





Here's our Itinerary

Before You Leave

You will receive an autographed and dedicated copy of *Discover Chocolate* BEFORE you leave home!



Day 1 - May 22nd

Travel Day.

Fly to Philip Goldston BZE (Belize City) airport.

After you clear immigration and customs in BZE and then fly to Punta Gorda, a tour representative will escort you to the lodge by boat via the scenic Moho River.

After checking in and getting settled into your gorgeous river-front cabana we'll all get acquainted with our fellow CLTC members and the program for the week at a hosted "happy hour" in the main lodge.

Tonight is our first CLTC welcome dinner and we'll experience a fabulous chocolate tasting for dessert.



Day 2 - May 23

After breakfast, we'll visit a cacao farm and then take part in a Mayan chocolate making "workshop," followed by lunch.

Then, we'll return to the Lodge for swimming, kayaking, and relaxation.

This evening we'll take a bus to town for the Toledo Cacao Fest Dinner and return to the Lodge.

Day 3 - May 24

After breakfast we'll spend the morning in Punta Gorda at the Toledo Cacao Fest activities, where you'll eat the local food at the festival, shop the markets, visit the wharf, etc.

Then, we'll return to the Lodge after lunch.

Optional afternoon class on the history of chocolate, how cacao is grown, chocolate quality, general Q&A. Those who don't want to take part in the class can avail themselves of the recreational activities on the river or just relax.



After dinner we'll have a dessert chocolate tasting.

Optional after-dinner class with Clay - introduction to tomorrow's activities.

Day 4 - May 25

After breakfast we'll take a class:

Modern Chocolate Making Part I: roasting, winnowing, crushing, and conching.

After lunch is an optional afternoon activity:

We visit a nearby Garifuna village where the local guide will introduce us to Garifuna history, culture, medicinal plants, and more.

After dinner is an optional after-dinner class - pairing chocolate with other foods and beverages, general Q&A about chocolate and a preview of tomorrow's day at the beach.



Day 5 - May 26

Today we'll take an all-day boat trip to Snake Caye - on the beautiful Bay of Honduras highlighted by lunch and snorkeling.

On the way back we'll stop for drop-line fishing for snapper and if we're successful we may find them on the menu for dinner tonight. Yummmm...

Relax before dinner – after which will be an optional class with Clay, who will introduce tomorrow’s activities.



Day 6 - May 27

Another delicious breakfast and class: Modern Chocolate Making Part II: tempering, molding, and packaging.

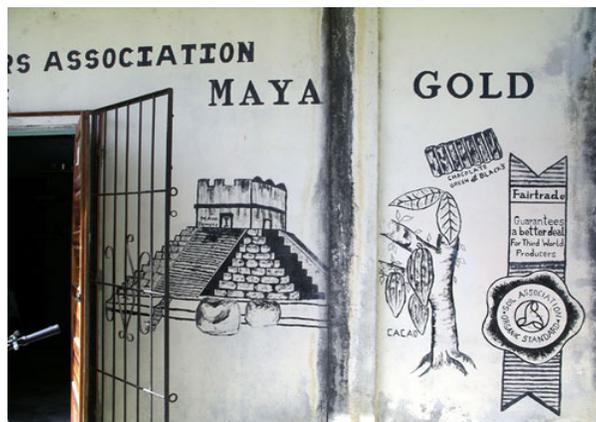
After lunch there’s an optional afternoon activity: we’ll visit the Mayan ruins at Lubantuun.



After dinner Clay will talk about chocolate with a focus on artisan chocolate-making.

Day 7 - May 28

After breakfast we'll visit the Toledo Cacao Grower's Association offices and warehouse and Green and Black's offices in Punta Gorda.



After returning to the Lodge we'll have Lunch.

Optional afternoon activity: a trip to Rio Blanco National Park for swimming, waterfall diving, and walking the nature trail.



We return to the Lodge for a hosted happy hour, CLTC Farewell Dinner. After dinner – we'll review the week with Clay, who will answer any final questions you might have (on chocolate, anyway).

Charter Member surprises and information about our next journey with Clay.



Day 8 - May 29

Travel Day

Our final breakfast in Belize before transferring to the Punta Gorda Airport

for flights to BZE and connections home.

Note: Depending on the weather, optional trips may be rescheduled and the calendar reorganized

We can only take 7 couples or singles (see single supplement) on a first-come first-serve basis.

HOWEVER, two of the cabanas are family cabanas and will hold 4 adults sharing a private bathroom OR a family (2 adults, 2 children).

Here's what's included in the per person fare:

Round-trip airfare from Belize City to Punta Gorda

Round-trip transfers to and from the Punta Gorda airport

All-inclusive lodging, meals, scheduled AND optional tours, classes & chocolate tastings for the entire week

An autographed and dedicated copy of *Discover Chocolate*

About our travel club member, tour leader and author, Clay Gordon:

Throughout his career Clay has been both a writer and educator, co-authoring a major research study on the convergence of desktop publishing, graphics, and video in 1988, writing more than 50 articles for major industry publications, a pioneering book on High Definition Television production, and speaking to audiences at local, national, and international high technology and media events and conferences. To this day, Clay's fine arts and design background continues to inform his work.

What Clay realized, on that day in the south of France that he accidentally stumbled across the concept of *terroir* as it applies to chocolate (terroir is French for "of the earth"), was that there was a tremendous opportunity for someone willing to educate themselves about chocolate who was also willing to share with and teach others what they had learned -- without allegiance to a specific type or brand of chocolate. As with other gourmet foods, Clay realized, the more someone knew about the history of chocolate, where and how it was made, and how to taste it (not just eat it) -- the more they could learn to appreciate chocolate.

With that realization in mind, Clay has spent much of the last ten years educating himself about chocolate. He has read extensively, talked to leading practitioners, attended (and given) seminars, and he has traveled as far as the Amazonian rainforest in Ecuador to learn about cacao and chocolate. Along the way, he has eaten chocolate on four continents from many of the world's best (and, sadly, from some of its worst) chocolate manufacturers, chocolatiers, and pastry chefs, all with the intent of developing an educated and sophisticated palate.

Clay made a brief initial foray into the import business in late 1998 after visiting the Bonnat family in Voiron near Grenoble in France. (Bonnat made the chocolate bars that led to Clay's epiphany in Cannes in 1994.) This effort confirmed his intuition that more education was necessary, so Clay focused again on educating himself, eventually starting publishing **chocophile.com** in May, 2001 as the first means of getting his educational messages out to an interested audience. In October, 2002 he opened **The Chocolate Co-Op** to sell interesting and hard-to-find chocolates over the Internet.

Today, Clay's broad and deep experience is leading him to find new ways and means to educate people interested in learning about fine chocolate. He is still writing, editing, and publishing chocophile.com, he still sells chocolate through The Chocolate Co-Op, and he recently founded **The New World Chocolate Society** as a broader platform for consumer education. Consistent with his mission of elevating awareness and appreciation of fine chocolate, in the past fifteen months Clay has been featured in articles on chocolate in **The Wall Street Journal**, **People Magazine**, and **The New York Times' Dining In** section, among other national and regional publications, and has appeared on the **Oprah Winfrey Show** and **ESPN2's morning show Cold Pizza**. Beginning with the Fall issue, Clay will be authoring a chocolate newsletter that will be bound into each quarterly issue of **Chocolatier magazine**. He recently appeared on NPR's **Diane Rehm show**.

In the end, Clay is obviously passionate about chocolate, but very importantly, he is equally passionate about sharing his knowledge with others. For those who want to share his adventures, extremely tasty delights lay in store.



Price per person (double occupancy): \$2377 USD

Price per person (single occupancy): \$2727 USD

FAMILY CABANA: Additional per person over the age of 12 (for triple or quadruple occupancy) is \$2177 USD

**Additional Child Under 12
(for triple or quadruple occupancy) is \$1977 USD**

What's NOT included in the per person fare:

Round-trip airfare from your home city to Belize City.

Gratuities, tips, telephone calls, personal expenses.

Alcoholic beverages other than those served at hosted CLTC receptions or classes.

Individual travel insurance – available on CLTC website.

About the country of Belize:

1) The primary language in Belize is English so it's easy to communicate.

2) The US\$ has not lost any ground against the Belizean dollar and the exchange is easy: \$2 Belize for \$1 US. Shop till you drop!

3) Belize is easy to get to. From most places in the USA - leave home in the morning and be at the lodge by dinner time. And vice versa!



***Charter Membership: Those members who accompany us on the May 2008 or July 2008 tours become lifetime CLTC Charter Members.**

Charter Members in good standing will receive discounts, gifts and additional surprise perks throughout the lifetime of their membership on all journeys that will not be available to subsequent traveler club members. More details will be presented during our first 2 journeys.

To reserve your cabana, print out the reservation form on the Members Only Page at

www.ChocolateLoversTravelClub.com

FAX to: 1.800.927.1594

We look forward to seeing you!

Holly, Paul & Clay

Tours by Golden Phoenix Enterprises, LLC.