**Exploring and discovering the world of cacao.**

**RESUMEN**

KANKEL CACAO born with the aim of offering the market top-level gastronomic experiences, based on the trajectory of a figure of recognized prestige (Juan Ángel Rodrigálvarez – National Gastronomy Award).

The Bean-to-bar philosophy is simple: to recover the origins and real flavours of cacao, and to return to those unique processes in which no product is the same as another. From the origin of the cacao bean to grinding, through roasting, peeling … To highlight product proximity, a reflection of the artisan origin of producing chocolate tablets that transports us to these terroirs.

For this purpose, TSMGO participates in the creation of a new brand with an imaginary that permeates and envelops each of its manifestations. The trip becomes the evocative element that connects the consumer with the origin, changing perspectives and allowing us to understand that behind each tablet lies a hidden story.

Kankel becomes an explorer who reveals many details recovered from the world of wine through the incorporation of elements from the trip: the author’s signature, information about the plantation and harvest, vintage and climatology… The history of each variety wrapped in Premium elements which provide a unique, distinguishing identity and make it a delicate experience.

The trip allows us to experience humanity and the change contained in each cacao tablet.

OBJETIVES

Create a promising, convincing brand.

Provide an imaginary linked to the world of cacao, exploration and the discovery of authenticity.

Project brand personality and who is behind it as the company purpose.

PROPOSAL

From the name itself we make it clear that it is a project with a great deal of personality, a brand that seeks to: gratify, identify and be didactic with its consumers by contributing more than just a product; a way of understanding the world of cacao and the meaning it has for his promoter, Juan Ángel, or Kankel, as a friend’s daughter calls him.

The claim is a declaration of intent: we broaden your horizons in the world of cacao.

As a brand purpose: We travel the world so you may enjoy all the pleasures the cacao universe has to offer. We establish many parallels with the world of wine: terroir, origin, harvest, variety… Nature, quality… A constant commitment to elaborate the best bean-to-bar possible by way of our Master Chocolatier; an ardent cacao lover who travels the world selecting only the best beans to create the best chocolate bars.

SOLUCIÓN GRÁFICA

We use elements from travel books with old photographs of the farmers and a hierarchy of highly educational information, highlighting the origin and serving to inspire us in the authenticity of each person we encountered along the way and who is to have a leading role.

PRODUCTION

With its texture, Fedrigoni Materica Paper provides a capacity of seduction that stimulates the sense of touch in a unique and natural way. A totally organic paper, made of cotton and pure cellulose recycled fibres, which is environmentally friendly with an FSC certificate. In particular, it is 15% of the fibres, made of cotton, that which gives this thick, rough paper a soft and delicate touch.Gold stamping: serves to reinforce the product’s premium nature and accentuates the individual treatment of each tablet.

We turn to travel books and notes of the Master Chocolatier’s memories on his quest; to share his experience and the fruits of his search. To be transported to the origin through the essence of each variety, the physical intervention with his handwriting showing the percentage of cacao, his footprints and his notes on the process followed, along with an essay in which he reveals the place and its people.

What makes a product as widespread as a cacao tablet unique? The experience of 75g of origin, culture and a journey of discovery in your hands.

The production is of a unique complexity, subtlety and sensitivity with attention to the smallest detail; the silk paper that caresses each tablet, a natural-looking case and recycled natural paper, rare in the world of cacao, on which a thin gold and black foil has been stamped, in addition to it being personalized with the details of each variety with a manually added label. Everything is designed so that the sensations transport us to its origins.

Kankel Mastery wine truffles brings us closer to the truth of La Rioja. A divine cocoa, the union of two worlds that mingles perfectly, a delicious ganache wrapped by the subtlety of a good cocoa.

Kankel Cacao – Plantación