

12° Festival del Chocolate Tabasco

TRASCENDING ORIGIN

November 15th to 19th
Parque Tabasco



SUMMARY 2023

TABASCO
MEMORABLE



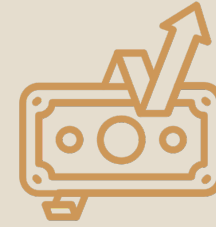
15,000 mt2
Exhibition floor



486
Exhibitors



152,000
Visitors

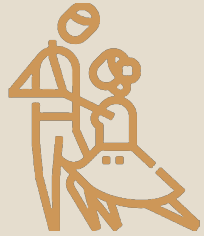


134 MDP.
Economic
Revenue



82%
Hotel
Occupation





655
Artists



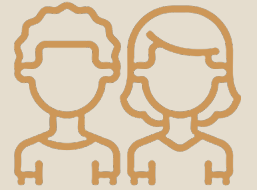
60
Plastic Artists



30
Sponsors

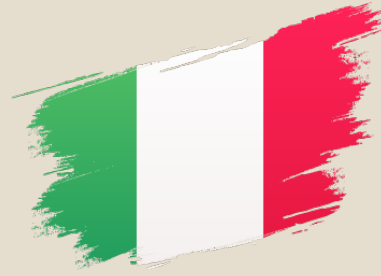


02
Fam Trip



280
Chocofriends





Luigi De Chiara
Italian Ambassador
in Mexico



Carlos García de Alba
Ambassador of Mexico
in Italy



Eugenio Guarducci
Director of Eurochocolate



Giuliano Alessandrini
General Director of
Italian Chef Academy



Alessandro Vasallo
Italian Chef
Chef Academy



Mirco Della Vecchia
chocolate artisan



Massimo de Giuseppe
IULM historian



Pierpaolo Ruta
Antica Dolceria
Bonajuto



Roberto Caraceni
Author of the book
Chocolate Tasting



Gianfrancesco Cutelli
Artisanal ice cream shop
and contemporary ice cream
GECO Technical Director



Beatrice Rosa
Cocoa Solution



Innocenzo Pluchino
businessman
Modica Sicily



Vincenzo Muscolo
Pdte. of the foundation
Dante Alighieri



Bandakadabra
Music band
from Italy

ShowCase
México

CAMPECHE

CHIAPAS

ESTADO DE MÉXICO

GUANAJUATO

GUERRERO

NAYARIT

OAXACA

PUEBLA

QUERÉTARO

QUINTANA ROO

SAN LUIS POTOSÍ

TABASCO

TAMAULIPAS

TLAXCALA

VERACRUZ

YUCATÁN



BELIZE



EL SALVADOR



GUATEMALA



HONDURAS



MEXICO

COCOA FARMERS

- Recovery of the concept of the **Domesticated Jungle**
- Better practices.
- Increase in production.
- New techniques.
- Networking.
- Organic production.

POSTPRODUCERS

- **Better practices.**
- Grijalva cocoa.
- New techniques and technologies.
- Organic processes.
- Networking.

CHOCOLATIERS

- **Innovation.**
- **Networking.**
- Grijalva cocoa.
- Brand value. Tabasco essence.
- New techniques and technology.

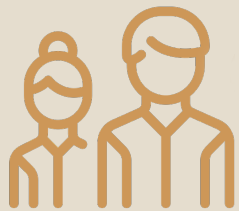
GASTRONOMY

- Headquarters of **gastronomic innovation** with cocoa and chocolate **in the world.**
- New dishes.
- Innovative chef with recognition.
- Innovative gastronomy schools.

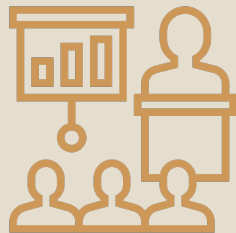
TURISM

- **Main tourist destination for cocoa and chocolate in the world.**
- Visits and experiences in the field and farms that relate to the five senses on the Route from Cocoa to Chocolate.

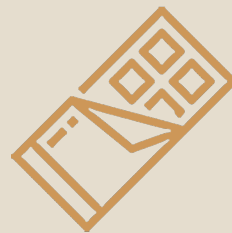
ACCIONES Y GESTION DEL CONOCIMIENTO



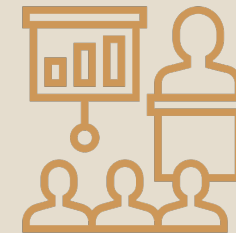
32
Speakers



22
Demo
Conferences



29
Tastings and
Workshops



15
Specialized
conferences



49
Certificated
Tasters



UNIVERSIDAD JUÁREZ
AUTÓNOMA DE TABASCO

“ESTUDIO EN LA DUDA. ACCIÓN EN LA FE”



LICEO
de Artes y Oficios A.C.®



PROMESAS DEL
CHOCOLATE
WOLTER 2023



Categories

- hot drink
- Cold drink
- Chocolate
- Truffle
- Flat Bar
- Flavored Bar
- Sculpture

Universities

- ECI Toluca
- B Cacao
- Anáhuac Cancún
- UVM Villahermosa
- ISIMA Aguascalientes
- IEU Tabasco
- Tec Comalcalco
- ISIMA Villahermosa
- UT Tabasco
- UVG
- UT Cancún



**SABOR a
TABASCO**
NUESTRAS RECETAS

1ER ENCUENTRO INTERNACIONAL DE
**1 COCINERAS
TRADICIONALES**

1er
**DUELO DE
FOGONES**
INTERNACIONAL
con Innovación Gastronómica

28
**TRADICIONAL
COOKS**

Tabasco
Chiapas
Oaxaca

Sinaloa
Puebla
Quintana Roo

Guerrero
Yucatán
Guatemala





15,625
Users reached



665
Usuarios en Otros
Países



51,031
Site visits



3.5 Millions
Of Users reached
in SM

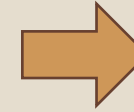


Objective:

Provide a space dedicated to the exhibition, collection and tasting of cocoa seeds from all regions of Tabasco, with the aim of highlighting the production and transformation of this ancestral fruit.



440 Kg
From
samples of
protected
cocoa



185 Kg
Of cocoa
received in
barter



51
Certified samples
kept in Vaults

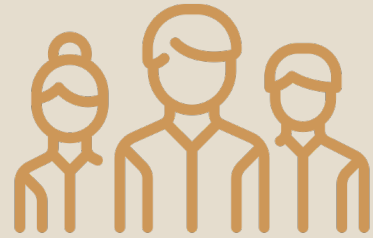


Más de 30
Cacao tastings and
educational
demonstrations

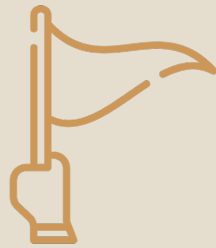


KAKAWA

Contando el Origen



25,000
Visitors



+ de 40
Activities





SURVEY OF STAKE

52.3%

Visited the festival
for the first time

40%

Are families

46.7%

Want to live a
gastronomic
experience

40.5%

Attend by
recommendation

**3 hours
average**

Attending
the festival

98% Would recomend the
festival

*12° Festival del
Chocolate
Tabasco*



ORIGEN QUE TRASCIENDE

festivaldelchocolate.mx

TABASCO
MEMORABLE