

23 May 2024



Session n°13:

Opportunities in local and regional markets for Caribbean entrepreneurs



Caribbean Agrifood Business Series ●●●



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Presented by Wouter Tjeertes

<https://www.purechocolatecompany.com/>

About Us

Pure Chocolate Company is a Jamaican artisan chocolate brand created in 2017.

Our desire was to develop a local product that has long been under-appreciated, cocoa.

With 20 years of experience in the chocolate world, we have seen that it's not always a fair world:

- Underpaid cocoa farmers
- Child-labour is daily routine



The driving force behind Pure are Rennae Johnson and her husband Wouter Tjeertes.


Rennae is a seasoned Jamaican pastry chef. Wouter has 3 decades of experience as executive pastry chef.





Pure Chocolate uses organically grown, single origin beans that are a mix of Criollo and Trinitario varieties, sourced directly from the John Crow Mountains.





The global International Cocoa Organization rates the beans grown in Jamaica as “fine flavor”.



This “fine flavor” title is only given to the countries that produce beans of exceptional quality.



Direct Trade

- Working closely with our farming partners
- Directly paying our farmers a premium for their best beans



PURE
CHOCOLATE
JAMAICA

84% PURE CHOCOLATE
FARM TO BAR - SINGLE ORIGIN

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FARM TO BAR - SINGLE ORIGIN



Thank you



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