

EVENT PROGRAM



2011
Winter Event
Innovation & Excellence



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EQUIFARD

Innovation & Trends • Excellence Awards • Gallery Showcase

Pierre Cantrel | *Vairhona*

www.vairhona.com

With over ten years of distinguished international business and marketing experience, Pierre Cantrel is now at the helm of Vairhona USA, the US arm of one of the most successful and respected chocolate brands in the world. After his graduate studies at the Rouen Business School – France, Cantrel went on to distinguish himself with leadership positions in export and marketing for such international corporations such as Bongrain, where, as export manager he was responsible for managing and growing the export business with focus on Mexico, South America, the Caribbean and Japan. He has forged business development, identified brokers and distributors in new markets, including the Caribbean, Canada, Mexico, Venezuela, Brazil, Japan and Saudi Arabia.



In this era of globalization, Cantrel finds himself particularly well poised to navigate both the business and cultural landscape that these times demand. He considers himself particularly lucky to be in the specialty food industry since the products he leads into growth "add value to peoples lives, and I am a passionate foodie". He adds that he's "involved from cheese to chocolate, and plan to always work with fine foods that begin with the letters 'ch'".

One of the things he enjoys more than chocolate? Spending time with his family and biking (and biking with his family). Cantrel credits his wife and two children as being his rudder helping maintain a steady keel in his hectic schedule.

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Glass artist Ray Fritzer hand at work making the custom-designed FCIA award cocoa pods.

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GALLERY SHOWCASE

The Gallery Showcase gives our members and guests a chance to network and learn more about the products and services of suppliers, manufacturers and other relevant companies that support our industry. This 90 minute segment is open to all event attendees.

<p>BAKON USA www.bakonusa.com 1.800.370.2426 info@bakonusa.com</p>	<p>Cargill Cocoa & Chocolate www.cargill.com 1.703.636.3438 Courtney LeVine - Marketing Manager courtney_levine@cargill.com</p>	<p>ChefRubber www.chefrubber.com 1.703.636.3438 info@chefrubber.com</p>
<p>CocoaFlow www.cocoaflow.com 1.770.582.2880 info@cocoaflow.com</p>	<p>Nashville Whips www.nashvillewhips.com 1.888.619.9277 Chelsea Cline 1.800.547.3727 x. 3004 che@nashvillewhips.com</p>	<p>NETZSCH www.netzsch.com 1.618.879.3000 info.net@netzsch.com</p>
<p>SAVAGE www.savagedirect.com 800.542.2873</p>	<p>Tuffly Made Inc. www.tufflymade.com 1.618.956.2287 info@tufflymade.com</p>	<p>Professional Image, Inc. www.pi-usa.com Jennifer Gabel jgabel@americas.com 1.800.725.8456</p>
<p>SIAM TRANSPORES www.siamtranspores.com 1.732.625.7754 408.2479.2268 Siam Transpores - Cocoa and Packaging info@siamtranspores.com</p>	<p>MOONSTRUCK CHOCOLATE CO. www.moonstruckchocolate.com Affixus Savage 1.802.247.2448</p>	<p>Many thanks to our Gallery Showcase sponsors for their support of the FCIA!</p>

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John Scharffenberger

Lifetime Achievement
Recognition of Excellence Winner



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Julian Rose

Moonstruck Chocolate Co.
Panelist

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Colin Gasko

Rogue Chocolatier, Inc.

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Project Name / Fine Chocolate Industry Association 2011 Winter Event (pro-bono)
Description / Event program cover & spread sample / Lanyard art for winners, panelists & guests
Skill Set / Typography, Illustration, Layout, Illustrator, Photoshop, InDesign