

Invites you to a Resources Forum event with  
craft chocolate machinery leader

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A unique opportunity to meet the  
chocolate machinery experts, CocoaTown founders  
**Ms. Andal Balu & Dr. Balu M. Balasubramanian**

**Wednesday, February 26, 2020 (TBC)**

**5:00pm to 7:00pm**

Meridian Apartments  
Quartey Papafio Street  
Airport Residential, Accra

**No cost:** this is a free event

Enter a raffle to **win a CocoaTown** machine!

Email [education@cocoapreneurship.org](mailto:education@cocoapreneurship.org) or send a  
WhatsApp message by February 20 to reserve your space



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# Event Program



- 5-5:30pm Meet & Greet
- 5:30-6:30pm CocoaTown overview, demo & technical Q&A. Chocolate makers, bring your technical questions!
- 6:30-7pm General Q&A
- 7pm: Raffle drawing!
- 7:15-8pm You are invited to stay for a chocolate tasting, to make machinery inquiries, and more.  
Chocolate makers: If you would like expert feedback on your chocolate from Ms. Andal and Dr. Balu, please bring samples to share.

**CocoaTown** is a pioneering company in small batch, bean-to-bar chocolate making. Andal and Balu were the first to identify the equipment need for craft chocolate businesses and developed the appropriate scale machines that helped to create the bean-to-bar market. **CocoaTown** provides lab scale, professional scale, and commercial scale roasters, crackers, winnowers, and melangeurs/grinders.





## Andal Balu

Ms. Andal Balu has started and propelled many companies to success, including InnoConcepts since 1992 with the help of her husband, Dr. Balu M. Balasubramanian.

Her interest in chocolate processing began in 2006, when she realized there was no quality, affordable, and easy-to-operate small and medium scale chocolate processing machinery available. She convinced Dr. Balu to innovate equipment for the chocolate industry. After a couple of years of R&D, CocoaTown was founded, and their equipment has made the “bean to bar” business a level playing field for all chocolate makers, regardless of mechanical skills. In 2013, CocoaTown received "Innovation in Fine Chocolate Products" award by the Fine Chocolate Industry Association (FCIA).

Ms. Balu holds a Master’s degree in Botany. She understands the crop and the processing of the beans, such as drying and fermentation, and shares that knowledge with farmers. She has worked as Agricultural Research Technician and Agricultural Research Scientist (ARS) at Indian Central Agricultural Research Organizations for seven years.





## **Dr. Balu M. Balasubramanian**

Dr. Balu M. Balasubramanian, CEO and co-founder of Cocatown.com, has a doctorate degree in chemistry with many years of experience in materials science and pharmaceutical drug development.

He has obtained several patents in the areas of chemistry, process development, including super critical fluid extraction and cocoa processing machines. With his passion for chemistry, physics, machine design, and engineering, he has developed several small-scale cocoa processing machines and holds two patents in cocoa processing machines.

He is highly knowledgeable in the vital processes involved in bean to bar, small-batch chocolate making, such as roasting, cracking/winnowing, and grinding/refining. At CocoaTown, Dr. Balu is responsible for strategic business development and operations.

