



**ICAM PRESENTS “CHOCO CUBE ONLINE”:
THE NEW DIGITAL FRONTIER OF ICAM DEDICATED TO THE TRAINING OF PROFESSIONALS**

CULTURE, COMPETENCE AND CREATIVITY JUST A CLICK AWAY

Orsenigo (Como), October 12th 2020 – CHOCO CUBE, an advanced training center inaugurated by ICAM in 2019 to promote the culture of chocolate, the exchange of skills and nurture creativity in the art of pastry and chocolaterie, restarts even stronger in the post-pandemic period with its innovative online version. Waiting to restart with the offline courses, it will be an important support to sector professionals who will be able to continue to take advantage of the courses made available to them even at a distance. A concrete and innovative response that offers them the opportunity to offer their customers the best proposals on the market with the highest standards of quality and innovation in the pastry art.

The Covid-19 pandemic has brought all operators of the sector to face an unprecedented situation that has forced all players in the supply chain to stop, or drastically slow down their activities. ICAM, which has always been close to professionals working in the ice cream, pastry and chocolate sectors, is now offering a 360° service that involves not only the high quality semifinished products that have always distinguished the company, but also the expertise of its technicians who, through online Masterclasses and Workshops, will provide the professionals who take part with the necessary tools, to innovate and implement their products.

For ICAM, training is the fundamental element from which to start again. And for this reason, while waiting to resume with the sessions in advance, the historic Lecco-based company has planned to resume the appointments on the CHOCO CUBE calendar through a new and innovative digital platform, to return to offer professionals tutorials, online classes and free consultancy on the best possible use of the company's products.

A wide selection of customisable courses in Italian and English, through which the user will be able to follow a course created ad hoc by a team of chefs who will provide each participant with video-recipes, complete and downloadable cookbooks, details of the equipment needed to make the desserts, learning questionnaires on the recipes proposed, satisfaction modules on the service, a downloadable diploma and much more.

“We believe that in the recovery phase it will be important for operators in the sector to return to their customers with the high-quality products they were used to finding before the pandemic, but enhanced and enriched by a renewed capacity for innovation, creativity, differentiation and customisation.” - declares Giovanni Agostoni, Commercial Director of ICAM Cioccolato. – “A return to normality that also passes through the creation of new proposals in which the high quality of the ingredients used, will play a fundamental role. As well as important will be the rediscovery of local products and the local dimension, in order to allow professionals in the sector to respond more quickly, but also respecting traditions and to the different needs of customers”.

The CHOCO CUBE - Culture, Competence and Creativity high training project is a sharing space that today becomes virtual and in which ICAM puts all its expertise and know-how at the service of pastry chefs, chocolatiers, ice-cream makers and professionals in the sector, to encourage their growth through the exchange of knowledge, while at the same time strengthening the culture of chocolate, to define trends for the future.

A meeting place coordinated by the ICAM Technical Team, led by Salvatore Toma, CHOCO CUBE Educational Coordinator. The teachers and experts selected by ICAM put their expertise at the service of national and international clients. At their side there will also be some leading figures in the sector such as Ernst Knam, Mario Di Costanzo and Gianluca Aresu.

Azienda con sistema di qualità certificato
in conformità alla normativa iso 9001:2015



Signing up for meetings is simple and free of charge, just access the platform through the link <https://chococube-online.icamcioccolato.com>, request access and use the link to the chosen session. In order to keep the target audience and control over the training path, ICAM will evaluate each single request received, enabling the different professionals from time to time.

The programme

October

- Mario Di Costanzo – Traditional pastry with a contemporary twist, interpreted by Mario Di Costanzo
- Salvatore Toma - Chocolate in all his shapes
- Salvatore Toma – Christmas fantasy

November

- Ernst Knam – A journey between chocolate and spices
- Mario Di Costanzo – Contemporary pastry: innovation of style and refinement of taste by Mario Di Costanzo

The online courses will continue once the courses have been distributed. In addition, the latter will also be made available in live streaming to increase their use.

The partners of the CHOCO CUBE project:

Fruilinox - manufacturing company that designs, manufactures and assists a range of professional equipment for storage and refrigeration

Selmi - leader in the production of machines for processing homemade chocolate and for roasting coffee and dried fruit and cocoa

Martellato - equipment, accessories and tools for pastry and ice cream

Pavoni - molds and professional equipment for the white art, pastry and professional ice cream market and the HO.RE.CA.

Cove - food coloring for professionals, liposoluble, water-soluble, in paste and pearly for decorating cakes in sugar paste and plastic chocolate.

Novacart - world leader in the production of paper products for cooking and food presentation

Babbi - BABBI Confectionery Company dedicated to the production of cones, waffles is semifinished for master ice-cream makers.

About Icam

Since 1946 ICAM has been the interpreter of an authentic culture of Italian chocolate and has established itself as a spokesperson for excellence in the art of Italian chocolate making. Strongly committed to respecting the environmental, social and economic sustainability of its suppliers, Icam is one of the few companies in the world that controls in a complete and integrated way the production chain, selecting the best cocoa plantations in the world and working closely with local producers.

For further info:

ICAM PRESS OFFICE

Marta Giglio – 342 7718447 – marta.giglio@mslgroup.com

Emanuela Rotoli – 337 1424681 – emanuela.rotoli@mslgroup.com