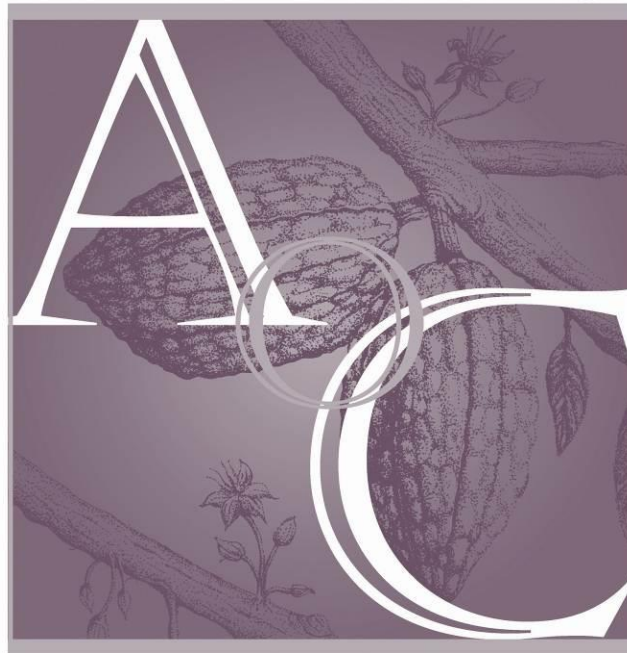


# MEMBERSHIP APPLICATION

ACADEMY *of*



CHOCOLATE

PATRON: MICHEL ROUX OBE

**ACADEMY OF CHOCOLATE**

53 Cavendish Road  
London SW12 0BL

Tel: 020 8673 6300

Fax: 020 8673 6543

E-mail: [info@academyofchocolate.org.uk](mailto:info@academyofchocolate.org.uk)

[www.academyofchocolate.org.uk](http://www.academyofchocolate.org.uk)

The Academy of Chocolate is an independent, not-for-profit association. It was set up in 2005 by five of Britain's leading chocolate professionals, united in the belief that eating fine chocolate is one of life's great pleasures. They wanted to campaign for better chocolate and promote a greater awareness of the difference between fine chocolate and the mass-produced chocolate confectionery which most of us eat.

**Aims:**

- To encourage chocolate lovers to 'look beyond the label' to differentiate between chocolate confectionery and 'real' chocolate.
- To improve the standard and knowledge of chocolate in the UK by promoting an understanding of the ingredients of chocolate, through the chain, from bean to bar.
- To encourage the transparent sourcing of cocoa beans from the plantations, and their production in socially fair and environmentally undamaging conditions.

Fine chocolate is defined as containing at least 60% cocoa solids for dark and 30% for milk chocolate, containing no vegetable fat other than cocoa butter, containing no artificial additives or flavourings (including vanillin) and where the quality, provenance and treatment of the cocoa beans have been considered. Filled chocolates or products using other ingredients should follow the spirit of the definition of fine chocolate above.

Members of the Academy of Chocolate are committed to ethically sourced chocolate.

## RULES

The following is a summary of the rules of the Academy of Chocolate relevant to application to join.

- Applicants for membership must provide as referees and sponsors the names of two current full members, who must agree to act in these roles. Sponsors will vouch for the conduct of new members in their first year, and will oversee and assist new members with their entry into the Academy.
- Members must abide by a code of conduct that is practiced with integrity among professionals.
- Members must pay their annual subscription within the first month of each financial year (1<sup>st</sup> April).
- Members must be present at an Extraordinary General Meeting, if called, to cast their vote.
- Members must notify any change of home or business address to the Academy Secretary.
- Members must agree that their names, business and contact details will be available to other members of the Academy.
- Members may not use their membership of the Academy to promote their business, nor indicate that their business is itself a member of the Academy.
- In the event of membership of the Academy being withdrawn, for whatever reason, the member must without delay remove from public display any indication of their membership.
- Members must agree to support the values of the Academy in their writings, publicity or public statements.
- Members must undertake not to use their membership to endorse or promote any product that does not meet the standards of the Academy.

## MEMBERSHIP BENEFITS

- Meetings and events exclusive to Academy members; including sessions with chocolate makers, top chocolatiers and chocolate experts
- Discounted tickets to Academy public events
- Access to Members' Register
- The opportunity to contribute to the growth of the Academy, by promoting its work and participating in its activities and committees.
- Members are permitted to use the title 'Member of the Academy of Chocolate'

## MEMBERSHIP FEES

£100 per annum

## HOW TO APPLY

**To apply ALL applicants must:**

1. Complete the attached Membership Application Form
2. State in a short letter, to accompany the Membership Application Form:
  - i. Reasons for wishing to join the Academy of Chocolate
  - ii. What they will bring to the Academy
  - iii. An indication so of their interest, knowledge and experience of fine chocolate
  - iv. Optionally provide a curriculum vitae and details of any relevant training.
3. Name at least 2 current Academy of Chocolate Members as referees
4. On acceptance, pay in advance the full subscription for the current year

**PLEASE NOTE: The Membership Appointments Committee's decision is final and no further correspondence will be entered into. Applicants may be invited to attend an interview with the Membership Appointments Committee.**



## MEMBERSHIP APPLICATION FORM

<b>TITLE:</b>		<b>SURNAME:</b>	
<b>FIRST NAME(S):</b>			
<b>DATE OF BIRTH (OPTIONAL):</b>			
<b>OCCUPATION:</b>			
<b>BUSINESS NAME:</b>			
<b>BUSINESS ADDRESS:</b>			
<b>BUSINESS TEL:</b>			
<b>BUSINESS MOB:</b>			
<b>BUSINESS E-MAIL:</b>			
<b>WEBSITE:</b>			
<b>HOME ADDRESS:</b>			
<b>HOME TEL:</b>			
<b>MOB:</b>			
<b>E-MAIL:</b>			

<b>REFEREES</b>	
<b>FIRST ACADEMY MEMBER REFEREE:</b>	
<b>SECOND ACADEMY MEMBER REFEREE:</b>	

I ACCEPT THAT MY DETAILS WILL BE PUBLISHED IN THE MEMBERS' REGISTER      YES:       NO:

DATE OF APPLICATION:.....

SIGNED:.....

**PLEASE COMPLETE THIS PAGE, DETACH AND RETURN, WITH COVERING LETTER AND CV (WHERE APPLICABLE) TO:**

**ACADEMY OF CHOCOLATE, 53 CAVENDISH ROAD, LONDON SW12 0BL**