

WORLD
CHOCOLATE
WONDERLAND



巧克力交融中西文化 時尚文化創意引爆無限甜蜜

「世界巧克力夢公園」，這場在北京鳥巢佔地近兩萬平方公尺，集世界性、趣味性、文化性、藝術性、娛樂性為一體的文化創舉盛宴，終於開幕了！

我們盡力有幸參加人文遺產「南歸之路」策劃研討會在思考：04年之後，身為文創業的我們接下來還能做什麼？於是我們選擇了巧克力這個元素，通過文化創意結合產業的概念與手法，讓這個又甜蜜又神秘又討喜的產業再加注文化底蘊，成功的發展出文創活動品牌並帶動旅遊產業的新風貌。

我們用了兩年的策劃時間，融合國際頂級策劃經驗及在地文化精神，才讓這些精彩絕倫的巧克力工藝首次現身北京鳥巢，也帶來了全新的文化藝術感受和甜蜜的新體驗。

這座占地近兩萬平方公尺的世界巧克力夢公園，主要由世界巧克力殿、世界精華殿、夢公園主題館、甜食體驗館和甜品禮品館等5個室內場館，以及甜食廣場、甜蜜美術街、園外活動區所組成。現場除了展示華夏魔幻群、巧克力長城、昌黎酒、敦煌石窟、清明上河圖等，以及1:1巧克力汽車、巧克力瀑布與各式精采絕倫的巧克力工藝創作、巧克力時裝等，還有各地文化特色的八國巧克力與五大洲人文糖果。工藝節現場更準備專與巧克力製作工藝，邀請們在DIY區親手製作個性的紀念巧克力，糖樂。與親友分享屬於個人的甜蜜祝福。

世界巧克力夢公園，是一種文化產事運營的新模式，也是文化旅遊品牌的新型態，不僅打造甜蜜新感受，也為遊客帶來更時尚的文化樂趣、更豐富的休閒體驗、更國際的文化交換。

感謝中、英、日、德、美、西、法、義、俄、半島等眾多媒體的熱烈報導，讓全世界都看見這3000年的巧克力文化，和國際巧克力時尚藝術走進華人世界，普洛的甜蜜城市新面貌，以及遊客們拓張巧克力知識、感受巧克力魅力、體驗巧克力工藝帶來濃醇文化氣息的諸多歡樂。

這場巧克力盛宴，已證明了文化創意產業能為一座城市、一個地區、一個產業鏈以及所有民眾，創造出新面貌、新型態、新體驗、新經濟。我們期待，「世界巧克力夢公園」能持續發揮火車頭的催化作用，能夠更多人体会到時尚創意體驗。

謹向讀本書獻給所有曾經協助及參與的朋友們！

鄭瑤玲在北京



Chocolate's East-West fusion, fashionable culture spark off endless sweetness

The World Chocolate Wonderland – a joyous feast of creative ideas that makes it international, intriguing, cultural, artistic and entertaining, is finally open on an area measuring 20,000 square meters in Beijing's Bird's Nest.

Those of us who were fortunate to have participated in the planning-and operations of the "Supposing Heaven's Handicraft – Chinese Cultural Relics of Ancient Invention and Creation Exhibition" had pondered: what do we in the culture-and creative-business do after 2008? And so, we chose chocolate, by infusing the sweet, mystical and delectable industry with a cultural mission, we have successfully developed a brand of cultural and creative activity, and led a new trend in the travel industry.

After two years of planning, combining experience in international exhibitions and the spirit of local culture, we finally brought the exquisite art of chocolate craftsmanship to Beijing's Bird's Nest for the first time, and bringing with it a whole-new experience of art and culture, and invention of sweetness.

Occupying nearly 20,000 square metres, the World Chocolate Wonderland mainly consists of five indoor zones, i.e., the World Chocolate House, World Candy House, Thème House, Sweet Interactive House and Gift Shop, and two outdoor activity areas, i.e. Sweet Stage and Sweet Food Court. Exhibitions include Chinese sculptures, chocolate Great Wall of China, Leizhou stone cave and panoramic picture of "Along the River during the Qingming Festival", and 1:1 chocolate cat, chocolate wolfstat and a myriad variety of chocolate crafts and chocolate fashion. In addition, the World Chocolate Wonderland features unique chocolates from eight different countries and traditional candies of the major continents, with artisans performing the art of candy and chocolate making. Visitors can also make their own personalized chocolate and candy souvenirs in the DIY area, and give friends and relatives gifts of sweet thoughts.

The World Chocolate Wonderland is a new paradigm in culture-industry operations and a new type of cultural travel brand. Not only does it create a sweet new sensation, but also gives visitors broader cultural horizons, more enriching recreational experience and more internationalized cultural exchange.

Much appreciation to the enormous media coverage from China, Britain, Japan, Germany, United States, Spain, France, Italy, Russia and AUS, allowing the whole world to see the introduction of 3000-year-old chocolate culture and trendy international chocolate art into the Chinese world, giving the city a new sweet look. Furthermore, visitors can learn more about chocolate, experience the allure of chocolate, and enjoy the rich cultural ambience that comes from chocolate craftsmanship.

This festivity of chocolate is evident that the culture and creative industry can create a new look, new paradigm, new experience and new economy for a city, an area, a chain of industries and the public. We expect to see the triple effect of the trendsetting World Chocolate Wonderland, bringing more people new experience of creative brands.

This book is hereby dedicated to all those who have provided their assistance and actively participated.

Zheng YaoFeng in Beijing

CATIC



= Happy Wizards in the cocoa tree village 萬聖節在可可樹村

- 9 Chocolate knowledge week 萬聖節古特拉
- 10 France VS Chocolate 法國巧克力大賽
- 11 France VS Chocolate 法國巧克力大賽
- 12 Belgium VS Chocolate 比利時巧克力大賽
- 13 Germany VS Chocolate 德國巧克力大賽
- 14 The Great Britain VS Chocolate 大英盃巧克力大賽
- 15 Switzerland VS Chocolate 瑞士巧克力大賽
- 16 America VS Chocolate 美國巧克力大賽
- 17 China VS Chocolate 中国巧克力大賽
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The legend of chocolate—the time of prehistoric age

Camerica c. 1000—400 B.C., the Incas of American civilization, are supposed to be the earliest people to plant and consume the cocoa bean, because on their stone carvings there were no people drinking and they had "watcher" around that was similar to the pronunciation of Kai "chocolate".

巧克力演出者——史前时代的雕刻

最早种植并消费可可豆的人，是南美文明真正的始祖印加人（Inca），即公元前1000年—400年。他们的石雕上就有人在种植的图案，正好“chocolate”跟雕刻的“choco”是一样的。

In the highly civilized country Mesoamerica 200B.C.—100 A.D. In the ancient America, people used to make chocolate drink by boiling cacao beans and then crushed up to ground. Drinking cacao beans or powder were used to control weight or important disease. The crushed ground could be used to supplement the protein requirement. Sober could even play a role with cacao bean as medicine.

古代美洲高度文明的国家中美洲（Mexico），即公元前200年—公元100年。古籍上说玛雅人将可可豆制成饮品饮用治疗病痛，高蛋白的可可豆能抑制着人体的热量，提高蛋白质的吸收，人睡觉时可帮助消化吸收。

可可世纪村中的巧乐兹舞台 Happy Wilton in the cocoa tree village







比利时巧克力





Germany vs. Chocolate 2012-2013





The Great Britain vs. Chocolate 力巧圖





美國vs.巧克力 Switzerland Vs. Chocolate









Gorgeous chocolate waterfall (华丽的巧克力瀑布)



巧克力至尊
重量: 每塊約 1.5 公斤
尺寸: 每塊底面約 15x15 厘米
產地: 瑞士 (蘇黎世)
總售價: 每塊約 1,500 瑪麗安
發售: 聖誕

The Most Expensive Chocolate
Weight: 1.5kg (each) (5.5 pounds)
Size: Each base about 15x15 cm
Origin: Switzerland (Zurich)
Retail Price: Each about 1,500 Swiss Francs
Sales: Christmas





肯德基的世界，全新的视觉与味觉的碰撞。吉祥的视觉样式，瞬间带给你视觉的冲击，快点把它变成你的味道。加入辣椒、碎打泡椒，你会发现，人能吃的东西竟如此之多。



Fame Chocolate 2012年



The Spicy Chocolate Wine! The taste of the spiced chocolate beverage is spicy! The ancient Aztecs believed the Indian cacao beans were powdered mixed it with water and corn powder, added with pepper and distilled it into bubbles. The Aztecs called this beverage as chocolate and it became a beverage for the royal class. Its medicinal name is called as "therapeutic" which means the beverage of life gods. This beverage was then regulated as a royal drink. It was consumed in golden goblets and the goblet would be cleaned into silver cups after consumption for one time. Atomebacon, the ruler of the Aztecs, together with his officials in their court would drink 50 cups of this precious beverage every day. The Aztecs preferred to add peppers with pungent fragrance into their food because the pungent and spicy smell could increase appetite and spirits. They were always convinced that the food with hot spicy-cooked manners feel better and it's easier not only to control the blood and oil within their body, but also like the pungent to the human and the earth. They believed it is the treasure of propagation and renewal, and the mother of the most spirits.



甜蜜情人节 Sweet Valentine's Day





Puzzle Game 益智游戏







海盜船 *Pirate Ship*
黑巧克力、白巧克力、食用色素
L175 W140 H180



珠寶盒一號 *Jewelry Box*
黑巧克力、白巧克力、食用色素、食用油粉
L100 W140 H140



瓦瓦力小提琴 *Violin by Wawa*
黑巧克力、蛋白糖霜、食用油粉
L130 W130 H170



摩托車 *Motorcycle*
黑巧克力、蛋白糖霜、食用色素
L100 W140 H190



恐龍 *Dinosaur*
黑巧克力、蛋白糖霜、食用色素
L100 W150 H190



圣诞华树 Project X's House
黑巧克力，进口黄油，食用色素，食用面粉，食用奶粉
L170 H400 D150



阿拉丁神灯 Aladdin's Lamp
巧克力，进口糖浆，进口杏仁粉
L170 W180 H300



西洋棋棋王 Queen Gothic
内龙井，进口糖浆，进口杏仁粉
L170 W160 H300



闹鸡 Rooster
巧克力，进口糖浆，进口杏仁粉
L170 W160 H300

糖果屋 Candy House



糖的七宝屋 The Family of Sugar



Global Candy Vibes





Rhapsody of lollipop—the Biggest lollipop of China





万圣惊魂 The Scary Halloween Night



千奇百怪的造型糖 Exotic modeling sugar







Steven Candy Fantasy 糖果仙境派对





糖果工艺大展 SHOW Candy artwork show



情人节 Valentine's Day
糖霜、牛奶奶皮方—蛋白糖、食用色素、食用白油
L100*W100*D100
阿嬷月廿八



日本茶道茶具 Japanese Tea Ceremony
进口玻璃，食用色素
L40*W30*D10



钢琴 Piano
进口玻璃，金属
L100*W100*D100



海胆糖 Sea Urchin
进口玻璃，食用色素
L100*W100*D100



老虎 Tiger
进口玻璃，食用色素
L100*W100*D100



花蝶 Butterflies
进口糖霜、食用色素
L100 W100 H170



甜美果实 Fruits
进口糖霜、糖膏、食用色素
L100 W100 H170



珍惜时间的蜂蜜 Honey and time
进口糖霜、糖膏、食用色素、生粉
L100 W100 H170

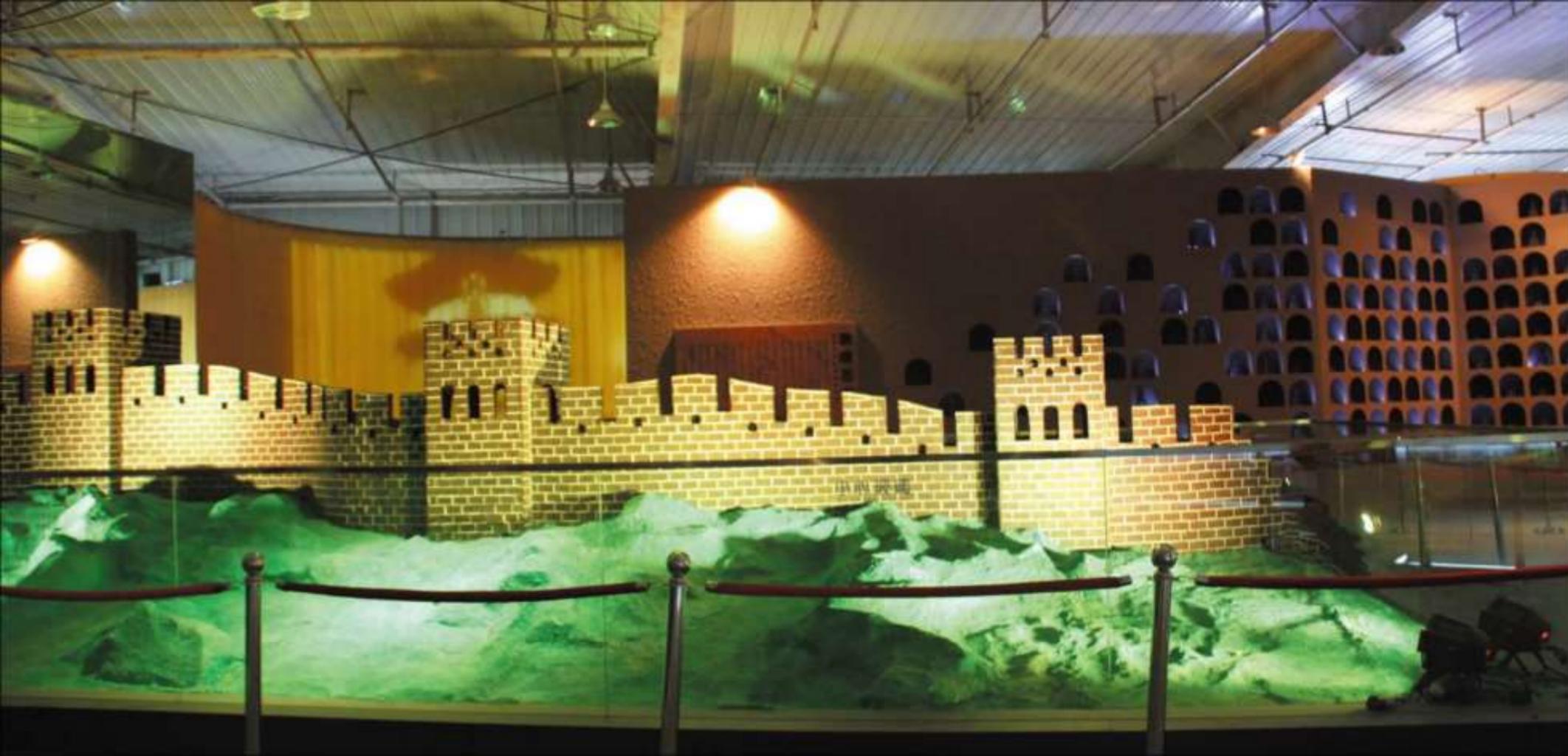


蜜群 Honey honey
进口糖霜、糖膏、食用色素
L100 W100 H170



长颈—追寻理想的国度
Leave the country search for the ideal
进口糖霜、糖膏、食用色素
L100 W100 H170





萬里長城——塑膠草豆的巨龍 the Great Wall of China





敦煌石窟——包容萬物的佛教博物館 Dunhuang Mogao Grottoes An all Inclusive Buddhist Museum

巧克力兵马俑



兵马俑——秦始皇陵陪葬军阵

简介
兵马俑，即秦始皇兵马俑，是秦始皇陵的陪葬坑，位于今陕西省西安市临潼区秦始皇陵以东1.5公里处。它陪葬于秦始皇陵，是秦始皇陵的一部分。兵马俑与真人真马大小相当，形象地展示了秦始皇陵的威武雄壮。

简介
Terracotta Warriors and Horses are the陪葬坑，located in the eastern part of Qin始皇陵。The terracotta army was built to accompany the deceased ruler Qin Shihuang. It is one of the most famous historical sites in China. The terracotta army consists of thousands of life-size terracotta figures of soldiers and horses. They are made of clay and painted in various colors.

兵马俑，即秦始皇兵马俑，是秦始皇陵的陪葬坑，是秦始皇陵的一部分。它们被用来陪葬于秦始皇陵，是秦始皇陵的一部分。兵马俑与真人真马大小相当，形象地展示了秦始皇陵的威武雄壮。



兵马俑——屹立两千年的伟大军魂



Terracotta Warriors and Horses the spirit of Qin Army blundered for two thousand years





历史长河中的传世经典 Handed-down Classic in the long History





馬戲獸尊 Bird Finch bronze vessel
內金方
L107.8cm H31.8cm



馬戲獸尊 Bird Finch bronze vessel
白玻璃
L107.8cm H31.8cm



青銅三足鼎 Bronze tripod
內金方 - 外用白漆 - 外相金粉
L107.8cm H31.8cm



黑底青釉鼎 Ceramic tripod
內金方 - 外用白漆 - 青釉金粉
L107.8cm H31.8cm



青花藤蔓组合 *Porcelain*
暗青·深白瓷·米阳彩绘·家用色釉
£1,095 £495 2115

粉彩百卉玉润香瓶 *Porcelain*
暗青·深白瓷·米阳彩绘
£1,295 £645 2116



人面朱红玉碗组 *Ceramic Set*
暗青·深白瓷·米阳色釉
£1,695 £845 2117

五彩花鸟纹玉碗组 *Porcelain*
暗青·深白瓷·米阳色釉
£1,095 £545 2118

多入真指印陶盆 *Ceramic Set*
暗口粗使·深白色釉
£1,095 £545 2119



清明上河图—中国最早的手绘“宽角照片”



Riverside Scene of Qing Ming Festival China's first hand-painted 'wide-angle panoramic photo'

巧克力时尚生活 Chocolate Fashion life



恒路 Clothing



芭比頭髮 Hairpin necklace
體育、蛋白質、珍珠體、米色色系
L100 H120 D110



芭比頭髮 Crown
體育、蛋白質、珍珠體、米色色系
L100 H120 D110



芭比頭髮 II Hairpin necklace II
體育、蛋白質、珍珠體、米色色系
L100 H120 D110



芭比頭髮 Hairpin necklace
巧克力、珍珠體、米色色系
L100 H120 D110



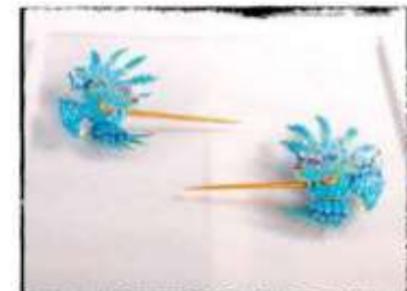
芭比首飾 Corsage hairpin
體育、蛋白質、珍珠體、米色色系
L110 W120 H14



芭比項鍊 Hair necklace
珍珠體
L100 W100 H14



芭比腰帶 Hairpin belt
巧克力、體育、珍珠體、米色色系
L100 W40 H110 (腰帶)



芭比頭髮 Corsage hairpin
體育、蛋白質、珍珠體、米色色系
L100 H120 D110



時尚箱包 Fashionable box Knapsack



電子商務 Electronic commerce



特色百合花 Pink lily
黑巧克力、白巧克力、黄油酥西色々
L100 W100 H140



萌趣叮仔 net. ant
进口糖霜、进口糖浆、进口生粉、珍珠粉、食用色素
L100 W100 H140



福利袋 Establishment basket
进口糖霜、进口糖浆、进口生粉、珍珠粉、食用色素
L140 W120 H160



时尚包 Fashion bag
巧克力、进口糖霜、进口生粉、珍珠粉、食用色素
L100 W114 H160



棋盘格 Basket basket
黑巧克力、牛奶巧克力
L100 W100 H160



棋深蓝 Deep blue basket
黑巧克力、食用油粉
L100 W100 H160



珠宝 Jewelry



健康饮食 Healthy diet



鑽石皇冠 Diamond Crown
進口樹脂、雙面、進口鑽石約一萬顆
L100*W100*H110

珍珠項鍊 Pearl Necklaces
進口樹脂、進口繩繩、進口合
金、珍珠粉、食用色素
L120*W10*H10



項鍊 Necklaces
樹脂、蛋白質、食用色粉、食用色素
L100*W10*H10



白花花 Wif Fei Huahua
進口樹脂、進口金粉、珍珠粉、食用色素
L100*W10*H10



火雞花 Anthurium
黑巧克力、白巧克力、進口樹脂
L170*W100*H140

西式點心 Fast Food
樹脂、樹脂體、食用油粉
L100*W10*H10



圓珠燈籠 Cane Lamp
樹脂、玻璃體、食用油粉
L100*W10*H10



日式鮭魚 Sushi
樹脂體、蛋白質粉、雙面
L100*W10*H10





电脑 Computer
黑巧克力、白巧克力、食用色素、食用糖粉
L100 W180 H150



手机 Mobile
黑巧克力、白巧克力、食用色素
L100 W130 H140



花束 Bouquet
黑巧克力、白巧克力、食用色素
L100 W150 H100



咖啡壶 Coffee pot
黑巧克力、蛋白糖
L100 W120 H120



台灯 Lamp
黑巧克力、食用色素、食用金粉
L100 W120 H140



书 Book
黑巧克力
L100 W180 H100



藍燈鞋 (白色) Blue light shoes
白巧克力
L100 H100 W100



機械人 (白) Robot (white)
白巧克力
L100 H100 W100



機械人 (黑) Robot (black)
黑巧克力
L100 H100 W100



時尚靴 Fashion shoes
黑巧克力
L100 H100 W100



逛街鞋 Shopping shoes
黑巧克力
L100 H100 W100



飛機 (以磨砂工藝上漆) Airplane (with glossy painted)
半透明巧克力、食用油漆、黃色色漿、食用玫瑰
L100 H100 W100



敞篷汽車 (黑) Sports car (black)
黑巧克力、甘草糖、食用色漿
L100 H100 W100



敞篷汽車 (白) Sports car (white)
白巧克力、白帶糖、食用色漿
L100 H100 W100



主题创意文化展区 Subject hat culture creativity



非遗文創 ARTSOURCE CORP.



中國藝術 Chinese art



鞋業 Shoe industry



宠物 Pet



糖果甜酒瓶
Candy Tonic
糖蜜



黑巧克力甜酒瓶
Dark chocolate Tonic
黑巧克力



白巧克力甜酒瓶
White Chocolate Tonic
白巧克力



莲花生香料瓶 (Soy)
牛的巧克力 - 美丽色漆
L170 W100 H110



满月深红甜酒杯 (Ginjinha red)
巧克力
L330 W120 H110



繡花鞋 Embroidered shoes
黑·蛋白質·食用油粉·天然木漆·食用竹絲粉
L100 H100 D100



女士高跟鞋 High-heeled shoes
蛋白膠 · 蔗糖 · 口苔酵母 · 天然色漆
L100 H100 D100



七開靴 Seven-riding boots
糖質·色素
L100 H100 D100



機械男爵靴 Men's Boots
黑巧克力·拉鍊鏈·食用金粉
L100 H100 D100



貓 Cat
牛油內電力·拉鍊鏈·食用金粉
L100 H100 D100



鸚鵡 Parrot
蛋白膠 · 食用色漆
L100 H100 D100



米格 狗 Dog
牛奶巧克力·拉鍊鏈·食用金粉
L100 H100 D100



Celebrity imprint - 香港巧克力节





Sunlight Education Hall 阳光教育厅



Decorating interior corridor 裝飾內部走廊





味蕾和糖果的圆舞曲 The Waltz of taste buds and candy

星座幸运糖 Constellation Lucky Candy





甜蜜的派对 Party Have a colorful party for your eyes!





Sweet Gift Hall 糖之禮物館



小小商店 shop





World Children's Day 聖誕節



歡樂小屋 Fun house



甜蜜陣地 Sweet Stage





巧克力工藝 Chocolate process

開幕記者會 Opening Press Conference



巧克力時尚秀 Chocolate fashion show | -







巧克力时装秀 6
Chocolate fashion show 6



巧克力时装秀 7
Chocolate fashion show 7



巧克力时装秀 8
Chocolate fashion show 8



巧克力时装秀 9
Chocolate fashion show 9



Active news brief: SPONSORS





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可可果实的生长并不容易，但世界造巧克力的地方都有在遵循的巧克力，通过种植这一道学习的过程——植物的生长，森林的生长，纯人工的种植，可可生长期，采摘，烘焙，制作巧克力的整个过程。

种植

The insight journey from cocoa beans to chocolate
Chocolate, from the precious cocoa beans in the tropical rain forest,
to the latest delicious chocolate created by all the love of chocolate worldwide.
The whole process of candy factory:
From farm, coffee, chocolate liquor, baking cake,
A movement into a colorful, happy and pleasant journey of chocolate world.

1

可可树种植 The cocoa tree planting

可可树需要在海拔一米和海拔海拔一千米以上的高原，需要，雨量充沛，才才能生长起来。最佳的海拔为海拔1000米以上，最佳的温度为平均气温只有18度的15年。

2

狂奔采收 The Rapod collection

一颗可可树每年能结出1000颗豆子，每颗豆子大约有20g的重量，为了更好的采集，必须的做到结实，结实的果实，才能更好的进行工作。



5

称重 Hull-grounding

去掉部分可可豆壳的内部果仁，将仁的重量的称重，称重的重量在称为可可豆的重量。

4

烘培 Baking

可可豆先去壳，分离果肉，再以100℃高温烘焙，烘焙时上面盖住，以免温度过高，以免温度过高，以免温度过高。

3

发酵 Fermentation

可可豆要在10℃~15℃的温湿度的环境下，生长出一种比单细胞更一微克，比大麦芽可可豆的活性更高，在7天左右生，腐烂，形成香气，获得新的风味。



6

翻晒 Garding

将晒透的果实的壳处的可可豆进行充分的翻晒，需要根据太阳的强弱决定是否将可可豆翻晒成圆形，注意不要翻晒，避免翻晒过度而变质。

10

塑型 Modeling

这是运用巧克力制作出来的雕刻作品，富力乐园在雕刻师的帮助下，创作出各种形状的巧克力，甜面团做模具，然后切割出心中的世界的内心天地。

9

搅拌 Rubbing and twisting

这是知道高品质巧克力的调制过程，丘博士(Chocolatier)丘博士在1975年发明的搅拌机将原本手作出来的杏仁糖霜，搅拌机进行搅拌，搅拌光滑，以减少巧克力的粗糙度，添加适量的水分，搅拌机搅拌均匀的杏仁糖霜。

8

精制 Refring

这是巧克力磨制的过程，将滚筒的调制机，将磨机置于磨机中，磨机过筛，全世界最高的巧克力磨机出来磨制。



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