



# JONES+THOMAS

JOB NUMBER: 2258-02  
 CLIENT: ADM Europe  
 JOB TITLE: Cocoa Film  
 SPOT TITLE: Cocoa Film R5  
 DATE: 10/25/07

V I D E O

SC#

A U D I O

\*=existing footage

Cocoa bean closeup

|  
 Bean breaks apart into  
 chocolate chips, cascade  
 down to moving conveyor

ANNOUNCER:  
 Who knew a passion this big comes  
 from something so small?

MUSIC:  
 Fast paced music begins

Fast transitions  
 Chips being formed on  
 moving conveyor\*  
 Chips pour off of conveyor\*  
 Chips pour into consumer's  
 hand from bag  
 Consumer enjoys chocolate

Music swells and follows on screen  
 action

Fade to ADM Cocoa LOGO  
 SUPER:  
 We're chocolate lovers too

Aztecs

ANNOUNCER:  
 Spurring the ancient Aztecs to  
 make it not just a drink but a  
 currency,

Columbus

Columbus to travel across the  
 ocean with it,

De Zaan packaging  
Ambrosia packaging  
Merckens packaging

and Jan Huysman, Otto Schoenleber  
and August Merckens to build  
companies around it more than a  
century ago.

MAP of origin countries

Nowhere does this passion still  
burn brighter than the tropics of  
Asia, the Americas and Africa,

Cocoa groves

where ADM is working closely with  
farmer cooperatives and others  
along the supply chain to benefit  
lives and improve the harvest  
through programmes ranging from  
health education and school  
lunches to farm safety and  
agronomic research.

Farming cooperative  
training seminar

Closeup on bright sun gives  
way to David Loue in ADM  
shirt holding up cocoa pod  
for inspection

And in the world's cocoa groves,  
ensuring only the finest cocoa  
beans are selected for our premium  
cocoa and chocolate products...

SUPER:  
David Loue  
ADM Cocoa Co-op Relations  
Manager

Beans drying in sun  
Open pod with pulp and  
beans being held in hand

Because we know properly harvested  
and prepared beans make the  
difference between a mere snack,

David Loue enjoying  
chocolate beverage

and a true indulgence.

SUPER:  
David Loue  
Chocolate lover

MAP of ADM Cocoa locations  
and worldwide production  
areas

It's why, as one of the world's  
largest food ingredient maker and  
cocoa processor, our network ships  
to six continents,

ADM facilities external  
flags/logos\*

Cocoa employees in Africa

why we work directly in cocoa  
origin countries

ADM product range	and why we're known for premium cocoa and chocolate with flavour and consistency like no other.
Consumers enjoying finished products	Like you, we have a passion for quality, so we work to identify the target flavour and colour profiles you desire for your foods and beverages, then adjust our processes accordingly.
Chocolate/cocoa production	
People in lab tasting and smelling cocoa	Much like creating a premium fragrance blend, we may blend bean varieties from different regions to suit our customers' unique requirements.
Ship in port*	From the time the cocoa beans arrive at our processing facilities, we apply uncompromising quality and food safety protocols and standards.
Lab shot looking at quality testing machines	
Bean inspection/cleaning	Beans are cleaned and tested on site for moisture, fat content, quality and other factors.
Robot stacking boxes on pallets*	Indoor loading facilities help prevent outside contamination and ensure food safety.
Employee conducting lab testing	And before any cocoa or chocolate leave our facilities, they undergo both microbiological testing and sensory evaluation,
SUPER: Johanna Herman ADM Cocoa Technical Specialist	
Employee pouring chocolate syrup on ice cream	because we understand what it takes to ensure the finest flavour experience for chocolate consumers everywhere.
SUPER: Johanna Herman Chocolate lover	

Employee with processing line

It's an experience that comes only from years of experience in the intricacies of cocoa processing.

Alkalisiation

We apply our expertise in techniques such as alkalisiation. Depending on the colour and flavour profile our customers desire, we use this versatile "Dutching process" on the beans.

Powders  
Liquors

Consumers enjoying finished products

Our experienced cocoa processors use this method to create unique powders and blended liquors from different places to develop distinctive and consistent flavours.

Roasting

Our experts' knowledge also helps us master a key step in flavour profile development. Batch roasting of the cocoa nibs

Consumer eating filled chocolate truffle  
Consumer eating dark chocolate cake

brings out our customers' specific flavour requirements, from mild to rich and intense.

Grinding

Flavour that comes through in the quality De Zaan® cocoa liquor produced when we grind the nibs—once for raw cocoa liquor, a second time for cocoa liquor to be used in chocolate production. All the while, we carefully monitor the process to ensure the desired particle size distribution.

Pouring cocoa liquor\*

Chocolate pouring into moulds\*

Employee monitoring production computer screen\*

Our specialists have in-depth knowledge of the requirements needed

Consumer enjoying chocolate

for the ideal texture and flavour from the world's best cocoa beans.

Employee making cake in kitchen

We put that expertise to work developing prototypes, matching products, testing raw materials,

SUPER:

Ian Martin  
ADM Cocoa Culinary Specialist

R&D employees\*

and making our resources available for customers all over the world.

De Zaan Cocoa  
Manual/technical bulletins  
Cocoa technical seminar\*

Processing line

More than simply making ingredients, our experts consider the entire chocolate experience,

Chocolate beverage pouring [could be existing still]

from how particle size distribution affects a beverage's smoothness

Chocolate tumbling across table [could be existing still]

to the impact of roasting on a chocolate's flavour.

Employee eating chocolate bar

Because we know chocolate like you know chocolate.

SUPER:

Ian Martin  
Chocolate lover

Ambrosia/Merckens/Classic Couverture packaging and products

We create our premium Ambrosia<sup>®</sup>, Merckens<sup>®</sup> and Classic Couverture chocolates for any application,

Chocolate making

using special recipes of our own chocolate liquors and cocoa butter along with other premium ingredients.

Finished products montage

And beyond chocolate, we know the true potential of the cocoa bean, for making ingredients like De Zaan cocoa butter by pressing our cocoa liquor, then adjusting flavour profiles to ideal levels for dark, milk and white chocolate production.

Pressing

Cocoa butter, liquid and solid  
Dark/milk/white chocolate

Cocoa powder pressing  
(close up shot)

And making our De Zaan cocoa  
powders by grinding and  
pulverising cocoa cake at various  
levels,

Powders in production  
Consumers enjoying finished  
products

to produce a wide range of powders  
at different fineness levels for  
our customers' many different  
applications.

Employee with cocoa powder  
samples

Known the world over for their  
colour and flavour consistency, De  
Zaan cocoa powders are available

SUPER:  
Jane Smith  
ADM Cocoa Sales  
Representative

Cocoa powder colour range  
[could be existing still  
photo]

individually or specially blended,  
both natural and alkalised,

Finished products [could be  
existing stills]

and in a broad range of colours,  
taste profiles, fat and pH levels  
to suit any product.

Jane Smith

Because we love variety as much as  
we love chocolate.

SUPER:  
Chocolate lover

Huysman statue  
De Zaan ship  
Employee in lab in Koog  
Employee on line in  
Milwaukee\*  
David Loue in Africa

It's a passion that comes from  
History  
Tradition  
Expertise  
Technique  
understanding, and more...

Employees with finished  
products

Because at ADM, we're chocolate  
lovers too.

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