

DELOVNI LIST Mobilnost Erasmus+ 2018 Gradec, Avstrija

ČOKOLADNICA ZOTTER



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Joseph Zotter spada med najboljše mednarodno priznane proizvajalce čokolade na svetu. Njegova tovarna čokolade je eden najstarejših obratov v Avstriji, poznana po ročno narejenih izdelkih iz čokolade, kateri imajo pravi sloves. Nič čudnega ni, da je tovarna pravo središče za ljubitelje čokolade.

Njegov recept za uspeh je: Zotter stavi na kvaliteto, raznolikost in obstojnost, vse skupaj pa začini z umetnostjo in humorjem.

V Zotterjevi tovarni čokolade vsa produkcija temelji na načelih zdrave bio prehrane in pravične trgovine. Pri Zotterju izdelujejo več kot 300 različnih izdelkov iz čokolade. Proizvedejo 365 čokolad. Poleg čokoladnice imajo še živalski vrt domačih živalih.

ZGODOVINA ČOKOLADNICE

Zgodovina čokoladnice Zotter sega v leto 1992. Takrat je Josef Zotter začel s proizvodnjo čokolade v svoji slaščičarni v Gradcu. Za izdelavo čokolade je razvil novo metodo ročnega izdelovanja čokolade.

Leta 1994, je Zotter naredil naslednji korak v razvoju njihove čokolade. Najel je umetniškega oblikovalca Andras H. Gratze in združil dekorativne umetnine na embalaži s svojimi čokoladami. Njegov cilj je oblikovanje različnih embalaž s prepoznavno podobo blagovne znamke in je hkrati tudi navdih ljudem.

Leta 1999 je Zotter odprl svojo tovarno čokolade v Reigersburgu, Štajerska.

Kmalu za tem, je Josef Zotter začel potovati v države, iz katerih so izvirale njegove surovine. Od leta 2002 je povpraševanje po čokoladi, kot tudi obisk tovarne, postal magnet za potrošnike in obiskovalce. Danes tovarna čokolade Zotter sprejme okrog 265.000 obiskovalcev na leto.

Leta 2007 je Josef Zotter razširil tovarno tako, da vključuje proizvodnjo "od zrna do čokolade". Od tega trenutka naprej, so se vse sestavine obdelale neposredno v Riegersburgu, od kakavovega zrna do čokolade. Kakavova zrna kupujejo neposredno od kmetov in jih pražijo, zmeljejo in nadaljnje obdelajo v tovarni. Rezultat je center čokoladne odličnosti, ki se kaže v mnogih novih čokoladnih stvaritvah. Josef Zotter je eden redkih neodvisnih proizvajalcev po sistemu "od zrna do čokolade" v Evropi, ki proizvaja izključno ekološko in pravične trgovine čokolado.

ČOKOLADNI TEATER

Čokoladni-teater ponuja vsem ljudem poučno izkušnjo polno degustacij.

Po poti v Čokoladnem teatru si ogledaš v živo skozi steklene stene v tovarni, kako nastaja čokolada. Na posameznih postajah lahko poskusimo čokolado v nastajanju in si ogledamo, kako se kakav spreminja od zrna do čokolade.

Obkrožite pravilni odgovor.

1. IZ ČESA NASTANE ČOKOLADA?
 - a) iz kakavovca
 - b) iz kave
 - c) iz soka.
2. KAKŠNE STENE SO V TOVARNI?
 - a) lesene
 - b) steklene
 - c) kamnite.
3. KOLIKO RAZLIČNIH IZDELKOV IZDELUJEJO V ČOKOLADNICI?
 - a) več kot 300
 - b) več kot 500
 - c) več kot 700.
4. KAJ IMAJO ŠE POLEG ČOKOLADNICE?
 - a) cerkev
 - b) gasilski dom
 - c) živalski vrt.

5. KATEREGA LETA SE JE USTANOVILO ČOKOLADNICA ZOTTER?

- a) 1999
- b) 1992
- c) 1997.

6. KOLIKO ČOKOLAD PROIZVEDEJO V ČOKOLADNICI?

- a) 365
- b) 370
- c) 401.
- d)

Odgovorite na vprašanja.

1. NA KAKŠNI FILOZOFIJI TEMELJI PRODUKCIJA V ZOTTERJEVI TOVARNI ČOKOLADE?
2. KATEREGA UMETNIŠKEGA OBLIKOVALCA JE NAJEL JOSEPH ZOTTER?
3. KOLIKO OBISKOVALCEV SPREJME NA LETO TOVARNA ČOKOLADE ZOTTER?
4. KAKO JE JOSEPH ZOTTER RAZŠIRIL TOVARNO?
5. KAJ LAHKO POISKUSIMO NA POSAMEZNIH POSTAJAH?



Proizvodnja čokolade

THE CHOCOLATE FACTORY ZOTTER

Josef Zotter is one of the best international chocolate manufacturers in the world. His chocolate factory is one of the oldest companies in Austria, known by its handmade products from chocolate, which have the real reputation. It's no wonder that the factory is the right place for the lovers of chocolate.

The success recipe: Zotter focuses on quality, diversity, and sustainability, paired with art and humor.

In Zotter's chocolate factory, all production is based on the principles of healthy nourishment and fair trade. Zotter produces more than 365 different chocolate products. They produce 365 chocolates. Besides the chocolate factory, there is also a zoo of domestic animals.

THE HISTORY OF CHOCOLATE FACTORY ZOTTER

The history of the Zotter Chocolate Factory dates back to 1992. At that time, Josef Zotter began producing chocolate in his confectionary in Graz. For the production of chocolate, he developed a new method of handmade chocolate.

In 1994, Zotter took the next step in the development of their chocolate. He hired an art designer Andras H. Gratze and combined the decorative artwork on the packaging with his chocolates. His goal is to design different packaging with a recognizable brand image and at the same time inspire people.

In 1999, Zotter opened its own chocolate factory in Reigersburg, Styria. Shortly thereafter, Josef Zotter began to travel to countries from which his raw materials originated. Since 2002, demand for chocolate, as well as a factory visit, has become a magnet for costumers and visitors. Today, the Zotter chocolate factory takes around 265,000 visitors a year.

In 2007, Josef Zotter expanded the company to include "from grain to chocolate" production. From this moment on, all ingredients were processed directly in Riegersburg, from cocoa beans to chocolate. Cocoa beans are bought directly from farmers and roasted by them, ground and processed further at the factory. The result is the center of chocolate excellence, which is reflected in many new chocolate creations. Josef Zotter is one of the few independent producers in the "Grain to Chocolate" system in Europe, which produces exclusively ecological and fair trade chocolate.

CHOCOLATE THEATER

Chocolate-theater offers everybody a learning experience full of tastings.

On the way, in the Chocolate-teater you can see live, through the glass walls of the factory, how the chocolate is made. At individual stations, you can try chocolate in production and see how cocoa changes from the grain to chocolate.

Circle the correct answer.

1. WHAT IS CHOCOLATE MADE FROM?
 - a) from cocoa tree
 - b) from coffee
 - c) from juice.

2. WHAT KIND OF WALLS ARE THERE IN THE FACTORY?
 - a) wooden walls
 - b) glass walls
 - c) stone walls.

3. HOW MANY DIFFERENT PRODUCTS ARE MADE IN THE FACTORY?
 - a) more than 300
 - b) more than 500
 - c) more than 700.

4. WHAT IS THERE NEXT TO THE FACTORY?
 - a) a church
 - b) a fire station
 - c) a ZOO

5. WHICH YEAR WAS THE CHOCOLATE FACTORY ZOTTER ESTABLISHED?
 - a) 1999
 - b) 1992
 - c) 1997.

6. HOW MUCH CHOCOLATE IS PRODUCED IN THE FACTORY?
 - a) 365
 - b) 370
 - c) 410.

Answer the questions.

1. WHAT PHILOSOPHY ARE THE PRODUCTS IN THE CHOCOLATE FACTORY ZOTTER BASED ON?
2. WHICH ART DESIGNER DID JOSEPH ZOTTER HIRE?
3. HOW MANY VISITORS DOES THE CHOCOLATE FACTORY ZOTTER ACCEPT PER YEAR?

4. HOW DID JOSEPH ZOTTER EXPAND THE FACTORY?
5. WHAT CAN YOU TASTE AT INDIVIDUAL STATIONS?



The tasting of chocolate