



KAIZEN[™]
INSTITUTE

HOTEL
Chocolat.

FROM **IDEA** TO **MARKET**

WEBINAR SERIES 2021/2022

OCT · NOV · DEC · FEB · MAR

SETTING THE SCENE

2020 has changed the way consumers shop.

The previously **expected** right product, at the right time via a seamless, personalised, even experiential, shopping experience, **has now become a requirement.**

To cope with this change, retailers must **integrate different business strategies** to ensure end-to-end value chain improvements, drive profitable growth, maximise innovation and optimise cost allocation.



The image features a collection of Hotel Chocolat products arranged on a light beige surface. In the foreground, there are several chocolate-covered treats, including round ones with a logo and rectangular ones. Some are stacked on top of each other. In the background, there are more products, including a stack of round ones and a rectangular one. The Hotel Chocolat logo is visible in the top left corner of the image.

HOTEL
Chocolat.



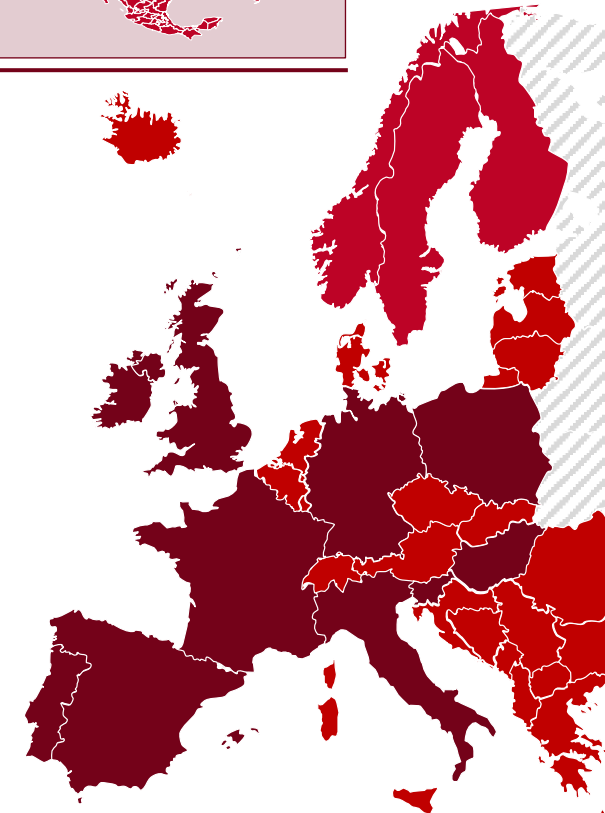
FROM IDEA TO MARKET

Hotel Chocolat is the **innovative player** that has shaken up the chocolate world and delivered **exceptional year-on-year results**, with 2020 being no different.

Get to know their journey in this **exclusive webinar series** that covers the business from start to finish.

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WHO YOU CAN EXPECT TO JOIN



COMPANY SIZE

10,001+	36%
1,001-5,000	29%
501-1,000	18%
201-500	12%
51-200	5%

SENIORITY

CxO	20%
VP	24%
Director	22%
Head	19%

DEPARTMENT

Operations	40%
In-Store	21%
Supply Chain	24%
Other	13%

FROM IDEA TO MARKET – Webinar Series

Wednesdays at 17:00 BST



#1: The Recipe for Success – COO Interview

Online Premiere: October 2021

#2: Accelerating Product Development

Online Premiere: November 2021

#3: Stepping-up Packing Operations

Online Premiere: December 2021

#4: Boosting Warehouse Fulfilment Operations

Online Premiere: February 2022

#5: Excelling in Retail Customer Experience

Online Premiere: March 2022

#1



THE RECIPE FOR SUCCESS

October 2021



Interview with **Matt Margereson**,
Chief Operating Officer

Get to know the Hotel Chocolat improvement journey
Learn about how company culture contributes to
performance.

What comes next: a Global Strategy for Improvement
and Growth.

Get all the answers from Matt during the Q&A session.

#2

ACCELERATING PRODUCT DEVELOPMENT

November 2021

Virtual tour with a
Senior Project Manager

Walk through the product development process and what it takes to transform an idea into a product. Learn what has changed to deliver new products to the market faster.

Live Q&A session.



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A top-down view of an open Hotel Chocolat box. The box is dark grey with a white label that says "HOTEL Chocolat. BRITISH CACAO GROWER". The box is filled with various chocolates, including round truffles, rectangular bars, and small chocolate pieces. Some chocolates are wrapped in small white and gold foil. The box is placed on a dark, textured surface.

#3



STEPPING-UP PACKING OPERATIONS

December 2021

Virtual tour a
Manufacturing Operations Executive

Grasp the challenges of managing a production facility first-hand. See how Hotel Chocolat was able to improve packing capacity and set an improvement culture.

Live Q&A session.

#4

BOOSTING WAREHOUSE FULFILMENT OPERATIONS

February 2022

Virtual tour with a
Fulfilment Operations Executive

Peek inside Hotel Chocolat's operations and see what changed with the boom of online sales. Uncover the new normal for fulfilment teams.

Live Q&A session.



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#5



EXCELLING IN RETAIL CUSTOMER EXPERIENCE

March 2022

Virtual tour with a
Retail Operations Executive

Discover how retail store teams work to deliver the best customer experience to their guests . Learn what is next for chocolate retail.

Live Q&A session.

Register now at
uk.kaizen.com/hotel-chocolat-webinar-series





ABOUT HOTEL CHOCOLAT

Founded in 1993, Hotel Chocolat moved from an online business to **open its first store in 2004**. Now the organisation boasts 127 shops, cafes and restaurants, including Rabot 1745 in London, as well as three boutiques in Copenhagen, a luxury hotel on its working cacao farm in St. Lucia, and a growing global presence in New York, Hong Kong and Japan.

Hotel Chocolat continues to innovate with new product ranges, such as coffee and velvetisers, chocolate schools, cookbooks, kitchen utensils, and beauty products.

In 2013, Hotel Chocolat was voted the UK's most advocated brand. Three years later it was awarded the Lloyds Bank Mid-Market Business of the Year Award, and 18 Academy of Chocolate Awards.

Amidst the **2020-2021 pandemic** Hotel Chocolat are targeting **accelerated growth**, which this docuseries explores.

KAIZEN INSTITUTE

Hotel Chocolat considers Kaizen Institute to be a key strategic partner to cope with the challenges of the everchanging markets. This includes boosting store operations, speeding new product development or optimising logistics and packing operations.



Kaizen Institute is a **multinational continuous improvement consultancy** active in over **40 countries**.

Focuses on the core principles of **delivering process efficiency and growth opportunities for significant P&L savings** across:

- Production & Supply Chains
- Operations & Services
- Innovation & Development
- Marketing & Sales
- Strategy
- Agile Organisation



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Kaizen Institute United Kingdom&Ireland
uk@kaizen.com | uk.kaizen.com

Kaizen Institute Portugal
pt@kaizen.com | pt.kaizen.com

Kaizen Institute Spain
es@kaizen.com | es.kaizen.com

Kaizen Institute France
fr@kaizen.com | fr.kaizen.com