



The story of Maya Gold

(Armando Choco – General Manager TCGA)

The inspiration for the Maya gold bar came from here. Here in Lubaantun hundreds of years ago, the ancient Mayans used cacao for trading, hundreds of years later the farmers surrounding Lubaantun used cacao as their main source of income. In the ancient days the Maya's carried cacao beans in their pocket because that's what they used as currency. Now the farmers still carry cacao beans in their pocket but in a different format – cash or Belizean dollars, that's what they carry in their pocket, the value is still there and so farmers will continue to plant them.

(Micah Carr-Hill, Head of Taste talking)

In Belize the Mayan Indians have a drink called kukuh and it's something they make with the beans, but they add spices like cinnamon, spices, vanilla and a local leaf which has a citrus flavour, so it's these flavours that we took and did our own version in the Maya Gold bar where we add orange, cinnamon, nutmeg, vanilla and there we have our version of the Maya drink kukuh but in a solid block form.

(Eldio Pop – Cocoa farmer)

I have drunk Kukuh all my life – for as long as I can remember and it gave me courage to plant my own kukuh.

(Jeronimo Tush – farmer)

Nobody taught us how to make it we are just doing it like the Mayan people.

(Neil La Croix – Head of Supply Chain)

The great thing about Belize is that it's where cacao comes from originally; the farms have been growing it organically for centuries. It has got the perfect climate. It's got the soils, it's got the rainfall, the sun and the heat, that's what all goes into making this fantastic tasting chocolate.

(Justino Peck – Chairman of the TCGA)

Growing cacao here in the Southern part of Belize is where we grow it organically and it's a tradition that has been practiced in the past and it's going from generation to generation. A family can not be complete without the kukuh drink, even once a week.

I could say this tree is my families for generations to come.