

Turističko ugostiteljska škola Split



THE ART OF CHOCOLATE

The story of creating
ChocoLatina Diocletiana

WHY CHOCOLATE?

Statistics highlight the fact that a negligible percentage of people on Earth do not like chocolate or have never tasted it.



VISION

- To arouse interest in choosing a career in tourism with an emphasis on confectionery art
- To create a unique new product
- To make it recognisable - to create a brand
- To ensure its sustainability on the tourist market



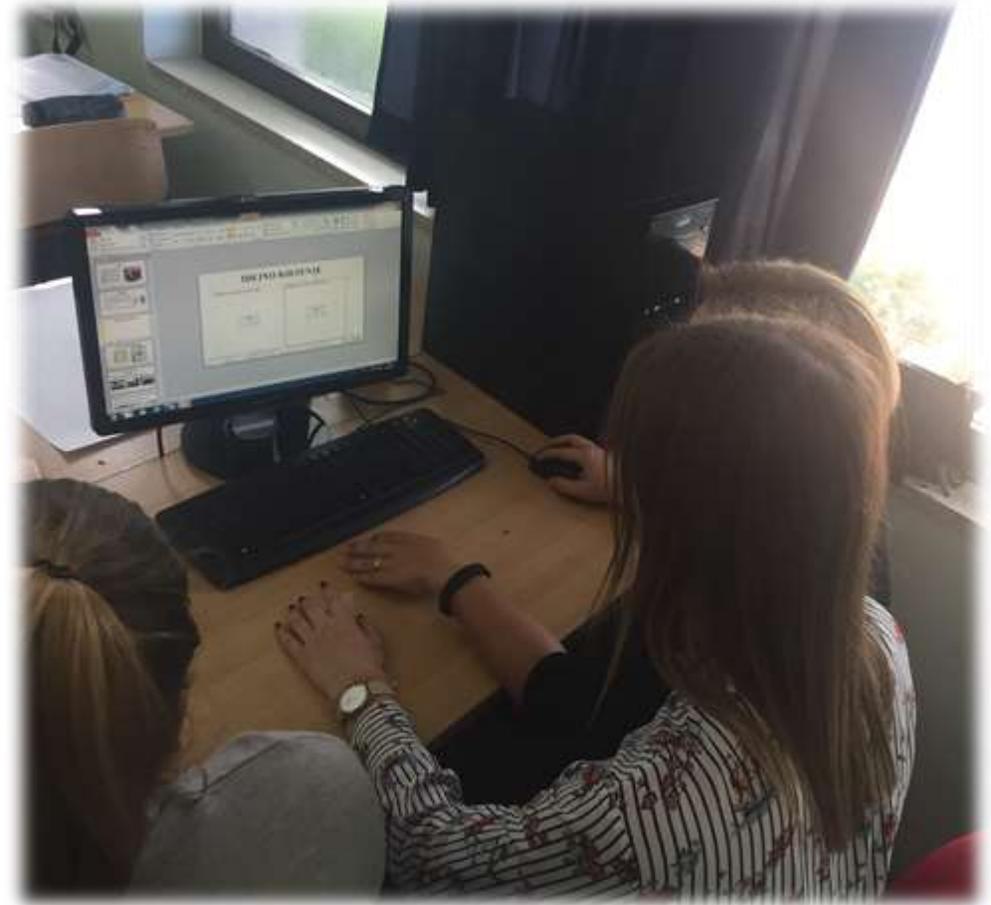
MISSION

- Partnership with the School of Fine Arts in Split
- To connect tradition with the present using a modern approach
- To link the education sector with the real sector
- To create a brand
- To launch the finished product – a souvenir to the market

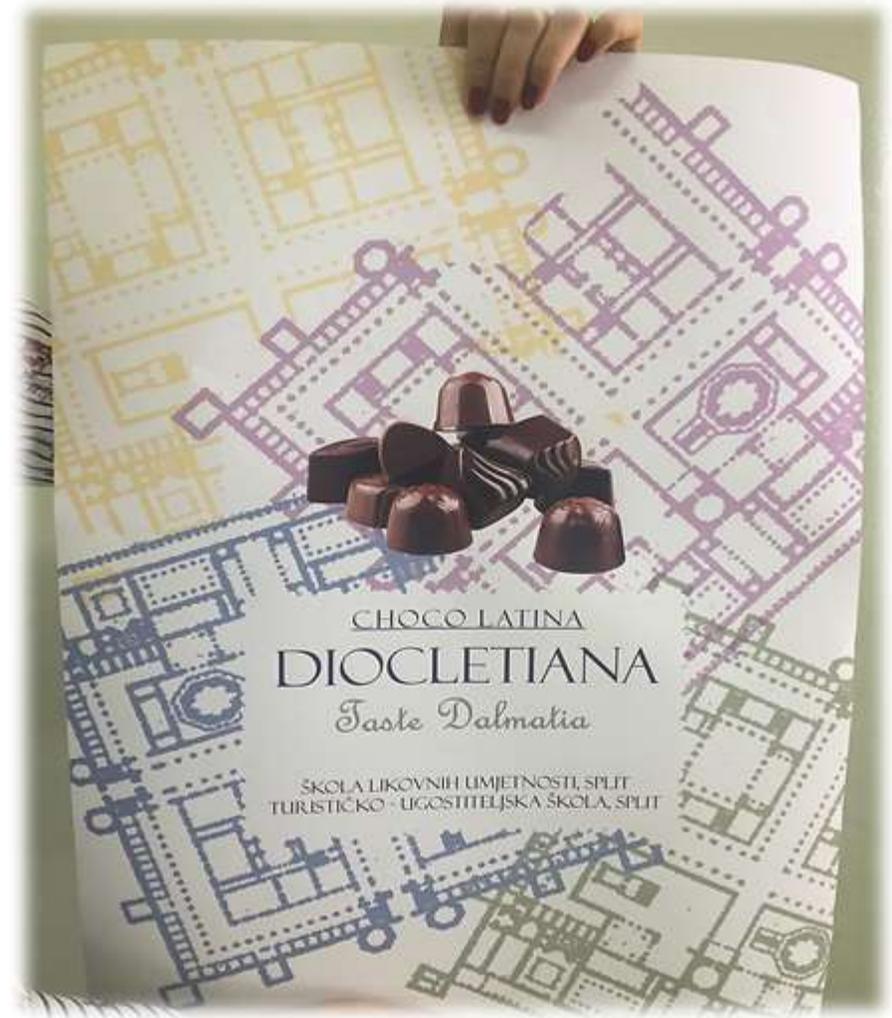
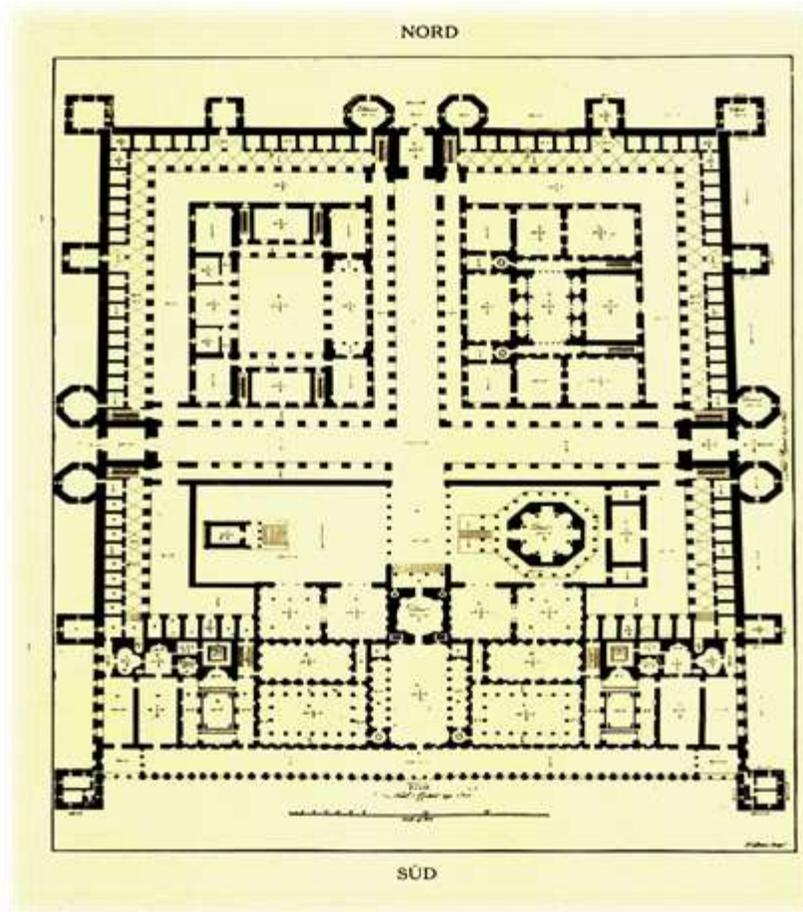


CONCEPTUAL SOLUTION

- The first thing we came up with was the name –ChocoLatina Diocletiana, which spontaneously imposed itself upon us
- After choosing the perfect name, we started creating the story
- The rest is history



CREATING THE BRAND



COOPERATION

- We decided to merge our two teams into one to start our joint adventure
- On our fun trip we introduced our idea to our partners
- Our partners are in charge of designing the „Emperor’s new clothes”



EDUCATIONAL TRIP TO ZAGREB

- The purpose of the trip was to visit Markek and the National University Library in Zagreb (exhibition of posters and packaging)





WHEN AN IDEA BECOMES REALITY

- In charge of packaging
- Thanks to them, we became acquainted with the production procedure



**MA
RK
EK.**

SVE
“~~NI~~ JE
NEMOGUĆE
NAPRAVITI. ”

Žitnjačka cesta 13,
10000 Zagreb
Tel:01/2404 058
info@markek.hr



REALIZATION...

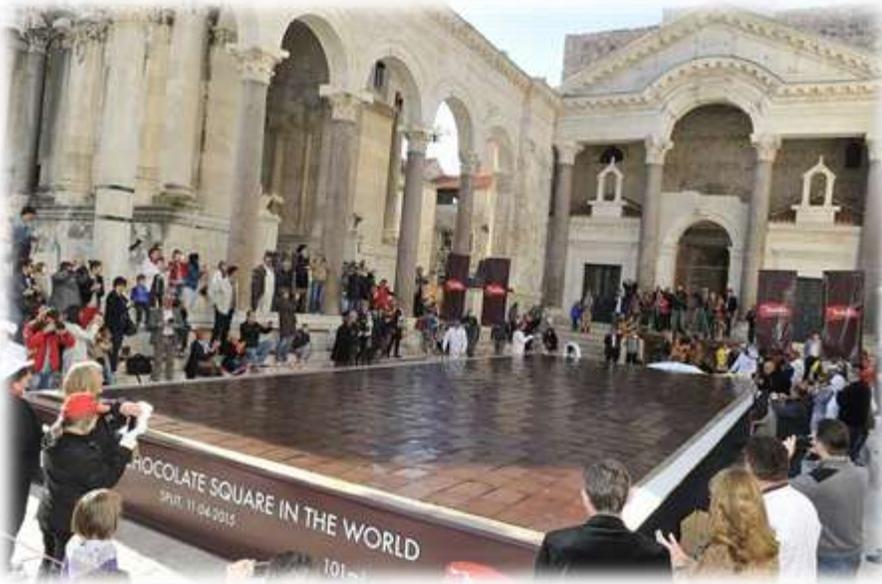


IN THE WORLD OF CHOCOLATE



WHERE THE IMPOSSIBLE BECOMES POSSIBLE

- Entrepreneur, musician, chocolatier, artist – Mr. Marinko Biškić
- Guinness World record title for the world's largest bar of chocolate
- He has played a crucial role in creating the taste of ChocoLatina



LINK

LINK



TASTE THE HISTORY

History teaches us that, during the Diocletian's era, spices were as valued as gold.

It made us wonder, are the spices worth the prices or should we just use our region's authentic flora always close at hand ?

This was the moment we realised that inspired by past, we are creating a future brand.

Meet.....

Choco Latina Diocletiana





CHOCOLATINA
DIOCLETIANA
Taste Dalmatia

ŠKOLA LIKOVNIH UMJETNOSTI, SPLIT
TURISTIČKO - UGOSTITELJSKA ŠKOLA, SPLIT

CHOCOLATINA
DIOCLETIANA
Taste Dalmatia

CHOCOLATINA
DIOCLETIANA
Taste Dalmatia almond

CHOCOLATINA
DIOCLETIANA

CHOCOLATINA
DIOCLETIANA

CHOCOLATINA
DIOCLETIANA
Taste Dalmatia fig



GOAL

- The several months effort paid off
- The final products of our successful cooperation are chocolates with the flavour of Dalmatian lavender, almonds and figs
- Meet the queen of flavours in all shapes and sizes...

CHOCO LATINA
DIOCLETIANA





PROJECT TEAM

CONCEPTUAL SOLUTION AND MARKETING ACTIVITY:

- Mihaela Perić 4.a (HTT)
- Antea Delija 4.a (HTT)
- *mentor: Andrea Bilandžić*

VISUAL IDENTITY AND PACKAGING:

- Marija Bebić 4.a (grafički dizajner)
- Barbara Čolak 4.a (grafički dizajner)
- Sara Ćelić 4.a (grafički dizajner)
- Matea Gulić 4.a (grafički dizajner)
- Iva Kovačević 4.a (grafički dizajner)
- Đana Mustapić 4.a (grafički dizajner)
- Vlatka Pandžić 4.a (grafički dizajner)
- Deni Pivac 4.a (grafički dizajner)
- *mentor: Višnja Mach Orlić*

THE SWEETEST PART:

- Nina Pejić 3.g (slastičar)
- Ines Čović 3.g (slastičar)
- Marijana Brstilo 3.g (slastičar)
- Nikolina Bratim 3.g (slastičar)
- Ivana Brajević 3.g (slastičar)
- Željana Varvodić 3. g (slastičar)
- Luka Carević 3.g (slastičar)
- *mentor: Cvita Lolić*



A SHORT SURVEY

Please complete this short survey for the purpose of research:

1. Do you like chocolate? (click on your answer)

- YES
- NO

