

# CANDY WRAPPER

## Sweet Profile

**H**igh in the Wasatch Mountains, a new chocolate factory has opened just a few miles from the location of the 2002 Winter Olympics. What makes it unique is that unlike most chocolate factories in the United States, Orem, Utah-based Amano Artisan Chocolate actually makes its own chocolate directly from the cocoa bean.

"Our first focus is on quality," says Art Pollard, fledgling chocolatier and co-founder. Everything else is secondary." According to Pollard, that's why he decided to make his own chocolate from the bean in the first place.

It all started while Pollard was on his honeymoon and he stumbled upon some chocolate confections from Europe that he thought were particularly outstanding. Since that time, he has been on the hunt for the ultimate chocolate experience.



developed his own chocolate refiner. After Pollard honed his skills, the opportunity came along to start a new chocolate factory. The two Internet entrepreneurs jumped at it. As Pollard says, "Just as the Google guys are devoted to building their space elevator, we are devoted to making the world's finest chocolate."

They spent several years looking for just the right machinery that would give them the flavor profiles they sought, importing them from Europe, and sourcing the very best beans. Now, everything is in place and the factory has just begun production, shipping Amano chocolate to connoisseurs throughout the world. Visit [www.amanochocolate.com](http://www.amanochocolate.com) for additional information.



*Co-owners Clark Goble (left) and Art Pollard, Amano Artisan Chocolate, Orem, Utah.*

### What did you think you would be when you grew up?

I thought I'd be a physicist working on the space program. While I eventually drifted into other areas, my experiences with physics and the physical sciences taught me a "can-do" attitude that has continued throughout my life.

### Name one or some of your favorite movies.

In no particular order: "My Dinner With Andre," "Fitzcarraldo," "Bladerunner," and "Lord of the Rings."

### Describe your perfect dream vacation.

In or around Paris and Torino, Italy, on a food hunting expedition looking for the perfect meal.

### What book are you currently reading?

I'm actually reading three. Franz Kafka's "The Castle"; Saint-Exupery's "Wind, Sand, and Stars"; and Frederic Bau's "Chocolate Fusion."

### Aside from a family member, whom would you most want to be stranded with on a deserted island?

Chefs Charlie Trotter or Thomas Keller. We'd be on a deserted island but, at least the food would be impeccable.

### What's your pet peeve?

When people lack pride in their work.

### I'd give anything to meet:

Buckaroo Bonzai (Editor's note: Buckaroo Bonzai is the lead character in the 1984 cult film, "The Adventures of Buckaroo Banzai Across the 8th Dimension." A renaissance man, Bonzai combines his talents as neurosurgeon, particle physicist and rock star to save the world.)

### The best piece of advice that I've gotten:

From my university cross-country coach: Live your life with honesty and integrity, the rest will follow.

### What excites you most about your job?

Every day is different with one thousand challenges. From making chocolate and designing / rebuilding machinery to traveling and working with cocoa farmers, it's all exciting work since everybody loves chocolate. ☺