

Description



The Guinness World Record for the most valuable chocolate (MVC! MVC!) was set in 2001, when an anonymous buyer in a Christie's auction paid \$687 for a 4-inch-long Cadbury's bar that had traveled with Captain Robert Scott on his first expedition to the Antarctic in the early 1900s.

But putting pageantry and auction prices aside, at \$260 for a roughly 1.5-ounce bar, new brand Toak™ may be the most expensive pure chocolate in the world. The ingredients: just cacao and cane sugar.

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Using these beans, Toth treats chocolate-making with the same care and precision that goes into bottling a fine wine, or distilling a small-batch whiskey.

After fermenting the beans—a time-consuming step that chocolate producers often skip—Toth and his partners dry, roast, de-shell and grind each batch by hand. It has taken them 2 years to make 574 bars, which are sold in individual wooden boxes filled with cacao bean husks and numbered by harvest.

Each Toth™ak bar comes with a cacao bean in the center to remind you that chocolate comes from a tree—not a factory.



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The Big Question: How does Toâ€™ak taste?

I sampled a Toâ€™ak bar with Toth, who suggests breaking it along the lines while still in its gold wrapper, then using the wooden tweezers that come in each box to pick up a piece so the oils on your fingertips donâ€™t interfere with the taste. Instead of chewing, let the chocolate melt in the back of your mouth. The result: a rich, deep, pleasantly bitter flavor with surprisingly fruity undertonesâ€”though thereâ€™s no fruit added, the Arriba bean unleashes a natural sweetness Iâ€™ve never tasted in another chocolate.

â€œWeâ€™re trying to remind people that chocolate doesnâ€™t come from a factory,â€ Toth says. â€œIt comes from the land.â€

The vital stats: Toâ€™ak chocolate (\$260 for a 50-gram bar) went on sale this month; at press time, 380 bars are still available. Buy one [here](#).

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Category

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Tags

1. Beans
2. Cacao
3. Chocolate
4. Ecuadorian
5. To'ak
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