



WHAT TO EXPECT FROM CHOCOLATE UNIVERSITY

Since 2008, the Chocolate University High School Program has shared the Askinosie Chocolate business model with more than 80 high school students through the international business immersion program. 2023 represents the sixth Chocolate University travel abroad experience with students joining founder, Shawn Askinosie, on his 45th planned trip to a cocoa farming origin location.

Through a competitive application process, high school juniors and seniors are carefully selected to participate in a six-session preparatory course that culminates in a 10-day international immersion in entrepreneurship, problem-solving through innovation, craft chocolate, cacao bean procurement, and Tanzanian culture. The experience also includes opportunities for leadership growth, and personal reflection and encourages students to use new tools to set meaningful plans for their future success.



Students complete the Chocolate University program with a new outlook on business's role in the local and global community and a deeper sense of themselves and their ability to impact others.

The most important Swahili word students learn is 'kujengana' which means 'to build each other up.' Students return to southwest Missouri with an improved understanding of their potential to impact their local, regional, and global community.

WHAT CHOCOLATE UNIVERSITY IS:

- An international business immersion and study abroad program in Mababu, Tanzania, offered in partnership with Drury University and Askinosie Chocolate, which includes:
 - Six preparatory sessions (February - July 2023)
 - A three-day intensive course on campus at Drury (July 2023)
 - Ten-day Tanzanian experience (five to six days in a remote Tanzanian cocoa-growing village, two days of travel to and from)
- Collection of intense, challenging, and rewarding experiences in a very different culture
- An opportunity to observe and engage in international business dealings between Askinosie Chocolate and the partnering farmers
- Hands-on participation in projects directed by the farmers for the betterment of their village
- A new to you, but very well-tested, tool for personal vision writing and guidance to write a plan to help achieve your highest potential
- A community of local students (your current class and approximately 80 alumni) connected through shared purpose, experience, and friendship

WHAT CHOCOLATE UNIVERSITY IS NOT:

- A mission trip, a vacation, a safari
- A relaxing get-a-way

PARTICIPANTS CAN EXPECT:

- A unique opportunity to learn about Tanzanian culture, craft chocolate, and growing cacao beans while participating in international direct trade business
- Real examples of small business impact in local and global communities
- Direct access to Askinosie Chocolate company executives and Drury University Professors
- Busy days - up early and to bed late, engaged in work, service, and discussions
- Wide range of surroundings - remote villages, big cities, crowded spaces, and unfamiliar languages and customs
- Plenty of Askinosie Chocolate tastings and sample products
- Personal leadership opportunities and new tools to create a vision for their future



Chocolate University students consistently show amazing personal growth and genuine appreciation for the unique opportunity.

“Not only were the farmers inspiring in their work but their thankfulness and hospitality were what truly impressed me. They seemed to have so much energy to welcome me, a stranger, into their homes and community. Their joy transcended the differences in language and allowed us all to create beautiful friendships. I will never forget the joy that I felt when with the cocoa farmers in Tanzania.”

-Reagan W., CU student

“I can honestly say that this trip has helped me recenter myself as an individual. The only way to describe my feelings is that I am at much more peace with myself than before I left. This trip has made me more focused and excited about my future. I experienced so many moments that have inspired me to work even harder to help others.”

-Tyler C., CU/Drury RA

“My Straight Talk session with the Matema Empowered Girls had a very big impact on my life. It changed my perspective and made me realize what simple things I take for granted. Their joy and happiness are things I will never forget.”

-Isabella S., CU student

“Observing the trust and camaraderie between the farmers and Shawn was truly eye-opening. Often, the western world generalizes developing countries like Tanzania so to see a faithful and powerful partnership like they have was very inspiring. This trip showed me that trust and friendship can transcend borders and language alike. This trip also showed me that my aspirations to promote human rights and international kinship are well founded. I observed how strong the relationship that Mababu farmers have with Askinosie is and realized that the world needs more people to bridge age-old divides through trade, cultural experience, and love. I hope to do the same in the future.”

-Heath F., CU Student

“I was not at all expecting to have had the experience that I did. The village of Mababu taught me how to be gracious, loving, and kind. The people have changed me for the better. Their sense of community and friendship is not found anywhere else.”

-Sara S., CU student