

A man with a shaved head and a black t-shirt is smiling and holding a handful of cocoa beans. He has a tattoo on his left arm. In front of him is a large metal bowl filled with cocoa beans. The background is a rustic wooden structure with some text on it.

INTERVIEW WITH HÅKAN MÅRTENSSON  
FOUNDER OF HÅKAN CHOCOLATIER

# TIME FOR SHARING

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CHOCOLATEACADEMY.ONLINE



Håkan Mårtensson lives and works in NYC, the COVID 19 hotspot in the United States, where he used to run the FIKA Swedish bakeries before closing in September 2019. It was time for Håkan to start his new adventure as Håkan Chocolatier, focusing on high-end confectionery for wedding and events, that are sold online.

He had started the business with a soft luanch in January this year, when - says Håkan - "COVID struck and shut down everything".

His original plan was to compensate with weddings, events and restaurants, but also here all is on hold for now. "It was a hard blow", says Håkan.

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**TOO MANY STROKES FROM FATE? HÅKAN DOES NOT THINK SO "IT'S ALL ABOUT LOOKING ON THE BRIGHT SIGHT OF THINGS, WHAT HAPPENED BUT ALSO WHAT COULD HAVE HAPPENED".**

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# SHARING ADVICE WITH PEERS: WATCH, LEARN, TAKE IN

He concludes this because he was building an online business, the fix costs are manageable and he will use the time, to be best prepared for the future. The soft launch in January was a kind of short-cut, so he see in the lock-down a chance to build the business in steps, evaluating all options and making all the basics rights.

Especially paperwork, which he claims destroys creativity, is something that he is dealing with now.

Håkan thinks that after the look-down everything will be different, people will have the virus in the back of their mind. So he recommends to use the time to consider an online business but also for online classes and meetings.

Håkan is experiencing this time as a chance to increase his skills and to connect with other great chefs. "This is a very unique time in history where you can interacting with chefs globally. I have never communicated as widely as this before. With this crisis; everybody is coming together and sharing".

He is not only connecting with other chefs and sharing inspirations, but also thinking out of the box, following art classes, under the motto "Watch, learn, take in".

"MAKE WHAT YOU NEED TO KEEP IT GOING AND BE PREPARED FOR THE FUTURE" —  
THIS IS HÅKAN PHILOSOPHY.

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“Staying creative is key. It’s super hard for everybody but this is a learning moment, Figure out the solution to that problem that has been bothering you for a long time...it’s a great time to try” – says Håkan - “Now you have the time to develop”!



HÅKAN MÅRTENSSON  
HÅKAN CHOCOLATIER  
NYC

WEBSITE: [WWW.HAKANNYC.COM](http://WWW.HAKANNYC.COM)

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