



INTERVIEW WITH NELE MARIKE EBLE  
CHOCOLATIER AND CHOCOLATE TEACHER  
GERMANY

# TIME TO FOLLOW YOUR PASSIONS

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# ABOUT

Nele Marike Eble is a German chocolatier, based in the North of the country.

She is an computer science engineer, but chocolate was always much closer to her heart than her former job. So she decided to follow her passion and become a chocolatier.

She worked hard to build a successful business, and now she is afraid that due to the pandemic, this success story could be affected profoundly.

Since 2015 she owns a chocolate school where she offers classes for consumers who want to know more about chocolate but also for chocolatiers and pastry chefs who want to boost their chocolate skills.

Moreover, she has an artisanal production of premium pralines for fine dining restaurants and chocolate lovers. Since 2019, the shop is also operating online, for shipment to Germany and Austria.





“I DON'T LIKE TO THINK MY BUSINESS DOES NOT EXIST ANYMORE; I THINK IT IS ON SLEEP MODE!”

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After the outbreak of the pandemic, the main business of Nele is on sleep mode; both her school and the restaurants are closed. However, Nele is still operating, selling to consumers.

Despite the pandemic, during the Easter, the business with consumers was up to the previous year level.

Nele thinks that even if she cannot offer classes as usual, it is critical to keep the contact with the students alive. So she started doing some tutorial with her YouTube channel, about how to make a perfect caramel, how to temper chocolate, but also organizing online tasting, so to keep a two-way communication alive.



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"KEEP YOUR BUSINESS GOING IN THE REALITY OF COVID 19."

**“THE PROBLEM IS YOU CAN SEE THE VIRUS,  
SO PEOPLE ARE SCARED OF GETTING TO  
CLOSE TO EACH OTHER.”**

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## **BEING DIGITAL**

Due to the pandemic, Nele has now some extra time. So she is working on a new project to expand her business. Her idea is to produce bonbon for re-sellers, so to increase her reach while entering new distribution channels. She is thinking about pastry chains, chocolate shops but also cash&carry environments.

She is investing in her education too: Especially on how to make better pictures and video and how to work on social media and with google ads. Moreover, she is boosting her English!

Nele believes that also after the pandemic, many persons will remain careful about social distancing, so she trusts that online sales will continue to be critical.

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“THE BUSINESS WILL GO ON, SIMPLY BECAUSE THE HUMAN BEEN NEEDS CHOCOLATE.”

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## BUILD A NETWORK

Nele is part of the chocolate sommelier community in Germany. She sees that many of her colleagues are very afraid about the future, but Nele recommends everyone to look with trust in the future. “The business will go on, simply because the human been needs chocolate.”

She also encourages chefs to get more in this together, to share more, and to think more about the community than only to themselves.



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