**Sample Article That Includes Site Description and Interview Material**

**Overview**: This article appeared recently in the *San Francisco Chronicle*’s Business Section, so naturally the story is told from the business person’s perspective. The newspaper story (both the hard copy and the online version) included ample photos, but notice that the article itself describes what the writer considers to be the most important features of the site. There are also quotes, and the background material can be assumed to also come from the people who were interviewed, though there would be more “signal phrases” or “ID tags” for those sentences in most forums. (The “ID tags” are the phrases that identify the quote or paraphrase: e.g. “he said,” or “Ms. Parker explained” or “according to one of the kids”) I’d like you to use an ID tag for every quote or paraphrase you use. It helps your reader, so it’s just a good habit to get in.

**How Dandelion Chocolate Goes From Beans to Bars** By Julie Balise March 28, 2015

Like so many Bay Area startups, Dandelion Chocolate founders [Todd Masonis](http://www.sfgate.com/search/?action=search&channel=restaurants&inlineLink=1&searchindex=gsa&query=%22Todd+Masonis%22) and Cameron Ring got their start in a garage in Silicon Valley. Only they work with beans, not bytes. Now Dandelion has a 3,200-square-foot factory and cafe in the Mission District and a new factory space in the works.

Founded in 2010, the company produces bean-to-bar chocolate. This means scouring the world for high-quality cacao beans, sorting them, roasting them and turning them into chocolate bars. Cocoa and sugar are the only ingredients in Dandelion Chocolate’s bars. (Chocolatiers, on the other hand, jump into the process later, buying pre-made chocolate and shaping it into treats.)

“Not a lot of people make chocolate, and very few of them really see the process,” said Masonis, the CEO. “We wanted to put it on display and put it on a very busy street.”

The first thing you notice when you enter the cafe is the smell: chocolate. The cafe, which opened in early 2013, is an open space, with wooden beams providing support and atmosphere. Walls are made of exposed brick. The retail section is stocked with chocolate, pastries, caffeinated beverages and souvenirs with the Dandelion Chocolate name. The counter has a modern feel, with pastries laid out on simple wooden plates. Past the cafe is the chocolate factory.

The factory is entirely visible to patrons. It’s a small space, with just a few feet of walking room between machines. Sacks of beans are stacked on the floor, and bright orange buckets hold beans ready for sorting. Sorters throw out about 30 percent of every batch, picking out chipped beans, sticks and garbage, according to Dandelion’s [Jennifer Roy](http://www.sfgate.com/search/?action=search&channel=restaurants&inlineLink=1&searchindex=gsa&query=%22Jennifer+Roy%22). After the beans are sorted, they’re roasted for about 20 minutes and cracked.

Beans are then deposited in a winnowing machine that separates husks from nibs — the part of the bean that provides chocolate’s flavor. Metal cylinders called melangers grind the nibs and sugar. Most mixtures are 70 or 80 percent chocolate, the rest sugar. (Dandelion also sells a popular 100 percent chocolate bar that’s popular with diabetics).

Melanging takes two to four days. Chocolate is stored in a block form, then tempered to give it the familiar chocolate texture and snap. From there, the chocolate is molded, foiled, wrapped and shipped to shops across the country. Pastries are made in a room near the factory.

A chalkboard lining one wall has a map that shows where Dandelion gets its beans. The company buys most of its cacao from Central and South America, while most of the world’s beans come from Africa and Indonesia. The chalkboard also describes chocolate classes offered at the factory. There’s 101 on tasting chocolate, 201 on making it and 301, which involves traveling to Belize for a week. A mezzanine above the factory serves as a classroom, break room, meeting room and office.

The space is no longer big enough to meet Dandelion’s needs. The company is opening a new location, which will include a factory and cafe, on 16th Street. Its wrapping machine is already there. Masonis said this should allow for more education and less production at their current location.

The company was drawn to the Mission District’s food scene when it was originally looking for a space. “It seemed like there are other places with a bit more tourist traffic. We wanted to be more the real San Francisco,” Masonis said. “This whole area has such amazing, interesting food. We wanted to add to the neighborhood and benefit from it.”

* **Dandelion Chocolate**
* **Location**: 740 Valencia St., San Francisco
* **Size**: 3,200 square feet
* **Employees**: 58
* **Move-in date**: December 2012
* **T** **ime it takes to sort a bucket of beans**: 15 minutes

*Each Monday,* [*Office Space*](http://www.sfgate.com/search/?action=search&channel=restaurants&inlineLink=1&searchindex=gsa&query=%22Office+Space%22) *gives readers a glimpse inside a Bay Area company. Julie Balise is a* [*San Francisco Chronicle*](http://www.sfgate.com/search/?action=search&channel=restaurants&inlineLink=1&searchindex=gsa&query=%22San+Francisco+Chronicle%22) *staff writer. E-mail:* [*jbalise@sfchronicle.com*](mailto:jbalise@sfchronicle.com) *Twitter: @jkbalise*

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