The development of culinary world and industry is growing rapidly followed by individual companies or agencies. In this interior is not just an office building, shopping mall or retail, but where a special culinary Chocolate has become a lifestyle and secondary needs.

Dapur Cokelat is a true concept of an industry that produces chocolate pastries and cakes the work of the nation. Assuming a side business at home, the owner of Dapur Cokelat Okky Dewanto and Ermey Trisniarty home business success turn this into a company's business while bringing elegant homemade ideas shown at the output and at a price that fits into the category of the most consumers in Indonesia.

This year, Dapur Cokelat reached the age of 13 years since its inception. Dapur Cokelat successfully embrace the three major cities in Indonesia, including Jakarta, Surabaya and Makassar, in total, nine outlets. Dapur Cokelat also has a management office located in Serpong - Tangerang. The best design concepts from each outlet we match the atmosphere of the kitchen in your home that is for loyal customers to enjoy a comfortable atmosphere like home alone at the time of entering the exhaust.

For the choice of the theme of the interior Dapur Cokelat not adopted theme design on other outlets. Being new in the Dapur Cokelat is going to be a means of teaching methods in the context of modern social life to enjoy culinary chocolate because not only food and drink but also socialize and communicate among members of society.
Enjoy gourmet chocolate is no longer just to meet the needs of secondary, but as a way of life, where the chocolate in a very attractive way of communicating. Chocolate has become a unique identity for certain circles, both teens and parents. Therefore, Dapur Cokelat penetration step is quite appropriate, because as a local player Dapur Cokelat momentum advantage that should not be in the hands of a foreign Branding, which is a better understanding of the character and tastes of consumers in Indonesia not lose.

Keywords: Chocolate, Modern, Farmhouse