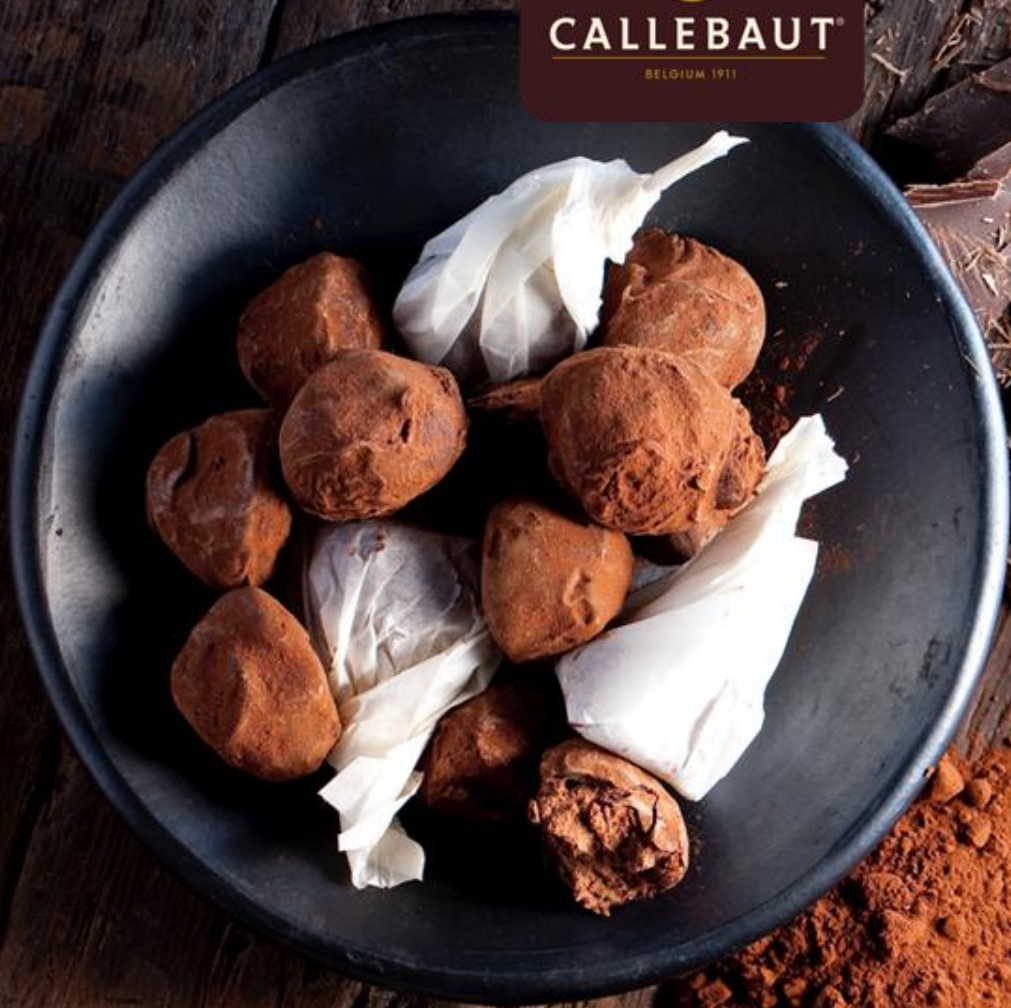




CALLEBAUT

BELOIUM 1911





- Where do you start when using a chocolate or cocoa powder for an application?
- Can one chocolate do all applications?
- What are the current Market trends in chocolate?

Organic
Lactose-free
Gluten-free
High-fiber
No-Preservatives
Dairy-free
Wheat-free
Low-Sugar
Dairy-substitutes
No-Sugar

Callebaut bean to chocolate story on the packaging

Iconisation of hero recipe numbers

FINEST BELGIAN CHOCOLATE
RECIPE N° 811

More clarity on viscosity

- [Three dark chocolate drops] + [Two light chocolate drops]
STANDARD FLUIDITY

Whole bean roasting

FROM ROASTED
WHOLE COCOA BEANS

Well balanced bitter cocoa taste
Un goût équilibré de cacao amer
Uitgebalanceerde bitter cacao smaak
Ausgeglichener bitter Kakao geschmack

Belgian claim

**CRAFTED IN BELGIUM
FROM BEAN TO CHOCOLATE**

your bean to chocolate story

ON EARTH PLANTATIONS
Growing great cocoa beans with optimal ripeness

IN BELGIUM
Blending selected beans to create our signature cocoa liquor

Roasting whole cocoa beans for a whole lot of flavor

Working with local ingredients

5-roll refining
for exceptional smoothness

State of the art Conching to great taste and workability



Callebaut Dark 811



Finest Belgian Chocolate - Dark
Recipe n° 811

Many chefs' n° 1 chocolate for great taste,
perfect workability and endless pairing
possibilities



Recipe N° 811

The all round, balanced chocolate ready to do great in any job.

One of the authentic recipes created by Octaaf Callebaut, recipe n° 811 has grown into one of Callebaut®'s iconic chocolate recipes. Like all Finest Belgian Chocolates, it is made from our signature 'Wieze cocoa blend'. Whole bean roasting guarantee its full taste with a solid cocoa body and fine top notes.

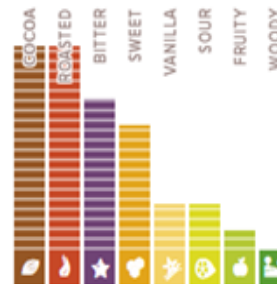
Recipe n° 811 has a round, extremely well-balanced chocolate taste, smooth cocoa body with a pleasant intensity. It is easy to pair with a wide variety of different flavours and ingredients.

Loved by chefs all over the world, the 811 is Callebaut's all-round chocolate for confectionery, ganaches, mousses, biscuits, sauces, drinks and many other applications. It's simply made to help you achieve perfect end results every time.

Description

Smooth and well-balanced chocolate with subtle vanilla note.

Taste profile



Fluidity

- +
STANDARD FLUIDITY

Composition

% MIN. COCOA 54.5	% MIN. MILK 0	% FAT 36.6
% COCOA BUTTER 36.6	% MILK FAT 0	% COCOA BUTTER 36.6
% FAT FREE COCOA 19.4	% FAT FREE MILK 0	% MILK FAT 0



Confectionery

Caramels, Chocolate clusters,
Chocolate Spreads, Cream & butter
filling, Ganache, Mendiants, Truffles



Medium enrobing



Moulding medium hollow figures (15-30cm)



Moulding pralines



Moulding small hollow figures (5-15cm)



Panning



Piping decoration



Spraying (airbrush)



Flavouring

Patisserie & Dessert

Bavarois, Crèmes & Crémeux, Custards
& Curds, Ganaches, Glazes, Moelleux /
Fondant, Mousse, Sauces, Sponges &
cakes



Flavouring

Baking

Bread & brioches, Biscuits, Muffins,
Baking cream (tart, danish & pie fillings)



Enrobing/Icing



Recipe N° 811 Dark chocolate 54%



Pairing tips

Vanilla
Liquorice



C...n
Raki
Port
Grenadine
Macadamia nut
Olive Oil





0:21



Finest Belgian Chocolate

Finest Belgian Dark Chocolate


<p>RECIPE N° 70-30-42</p>	<p>Roasted well-balanced cocoa taste, pleasant bitterness.</p>	<p>70.3% MIN. COCOA</p>	<p>0% MIN. MILK</p>	<p>43.7% FAT</p>	<p>-  + VERY HIGH FLUIDITY</p>
<p>AVAILABLE IN: BLOCK 5KG CALLETS™ 10KG</p>					
<p>RECIPE N° 70-30-38</p>	<p>Extra-bitter dark chocolate with a great boost of roasted cocoa.</p>	<p>70.5% MIN. COCOA</p>	<p>0% MIN. MILK</p>	<p>38.9% FAT</p>	<p>-  + STANDARD FLUIDITY</p>
<p>AVAILABLE IN: BLOCK 5KG CALLETS™ 400G CALLETS™ 10KG CALLETS™ 2.5 KG</p>					



CHOCOLATE STICKS

Intense taste, rich in cocoa and with a lovely snap.

45.3% **0%** **27.7%**
MIN. COCOA MIN. MILK FAT

-  +
VERY LOW FLUIDITY

AVAILABLE IN:
STICKS 5KG

BAKING DROPS XS

Extra-small-sized chocolate chips for baking with a subtle snap and solid chocolate taste.

43.5% **26.3%**
MIN. COCOA FAT

-  +
VERY LOW FLUIDITY

AVAILABLE IN:
DROPS 10KG



Callebaut Ice Chocolate / 5 drops : 45.5 % total fat



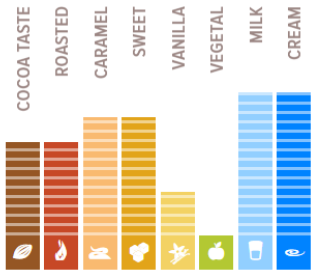
Description

Intense chocolate taste for a hard, snappy crack around ice cream.



Callebaut Milk 823

Taste profile



Composition

% MIN. COCOA 33.6	% MIN. MILK 20.8	% FAT 36.2
% COCOA BUTTER 30.2	% MILK FAT 6	% COCOA BUTTER 30.2
% FAT FREE COCOA 4.9	% FAT FREE MILK 15.8	% MILK FAT 6



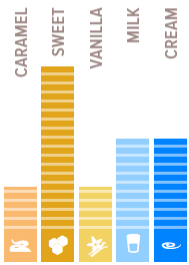
Finest Belgian Chocolate - Milk Recipe n° 823

Many chefs n° 1 milk chocolate with an extreme balance between cocoa, milk and caramel



Callebaut White W2

Taste profile



Composition

% MIN. COCOA 28	% MIN. MILK 22	% FAT 35.8
% COCOA BUTTER 29.5	% MILK FAT 6.3	% COCOA BUTTER 29.5
% FAT FREE COCOA 0	% FAT FREE MILK 16.7	% MILK FAT 6.3



Finest Belgian Chocolate - White W2

The iconic white Callebaut® chocolate recipe created by Octaaf Callebaut



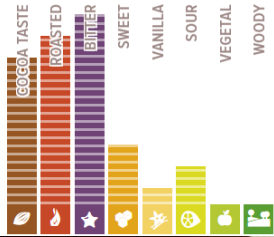
Callebaut best sellers: claims you could use

Product	Gluten Free	No added sugar	Clean label	Suitable for Vegetarian	Suitable for Vegan	Sustainable	FT
811	✓		✓	✓	✓	✓	
823	✓		✓	✓		✓	
W2	✓		✓	✓		✓	
POWER 80	✓		✓	✓	✓	✓	
POWER 41	✓		✓	✓		✓	
VELVET	✓		✓	✓		✓	
MALCHOC-M/W	✓	✓		✓		✓	
MALCHOC-D	✓	✓		✓	✓	✓	
CSD-P2811STE10-105	✓	✓		✓	✓	✓	
Organic FT Dark	✓		✓	✓	✓		✓
Organic FT M/W	✓		✓	✓			✓



Callebaut best sellers: claims you could use

Taste profile



Composition

% MIN. COCOA 80	% MIN. MILK 0	% FAT 44.5
% COCOA BUTTER 44.5	% MILK FAT 0	% COCOA BUTTER 44.5
% FAT FREE COCOA 38	% FAT FREE MILK 0	% MILK FAT 0



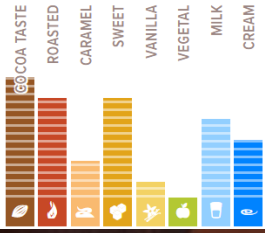
Finest Belgian Chocolate - Dark POWER 80

More cocoa. More intensity. 63% less sugar.



Callebaut best sellers: claims you could use

Taste profile



Composition

% MIN. COCOA 40.7	% MIN. MILK 19.4	% FAT 36.4
% COCOA BUTTER 32.4	% MILK FAT 4.1	% COCOA BUTTER 32.4
% FAT FREE COCOA 9.8	% FAT FREE MILK 16.3	% MILK FAT 4.1



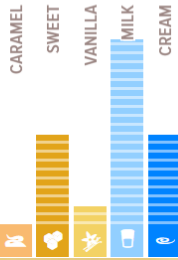
Finest Belgian Chocolate - Milk Power 41

The milk chocolate with more cocoa intensity and 14% less sugar



Callebaut best sellers: claims you could use

Taste profile



Composition

% MIN. COCOA 33.1	% MIN. MILK 21.9	% FAT 40.9
% COCOA BUTTER 34.6	% MILK FAT 6.3	% COCOA BUTTER 34.6
0 % FAT FREE COCOA	16.6 % FAT FREE MILK	6.3 % MILK FAT



Finest Belgian Chocolate - White Recipe Velvet

The white chocolate that tastes like a splash of fresh milk



Callebaut best sellers: claims you could use

Product	Gluten Free	No added sugar	Clean label	Suitable for Vegetarian	Suitable for Vegan	Sustainable	FT
811	✓		✓	✓	✓	✓	
823	✓		✓	✓		✓	
W2	✓		✓	✓		✓	
POWER 80	✓		✓	✓	✓	✓	
POWER 41	✓		✓	✓		✓	
VELVET	✓		✓	✓		✓	
MALCHOC-M/W	✓	✓		✓		✓	
MALCHOC-D	✓	✓		✓	✓	✓	
CSD-P2811STE10-105	✓	✓		✓	✓	✓	
Organic FT Dark	✓		✓	✓	✓		✓
Organic FT M/W	✓		✓	✓			✓



Callebaut best sellers: claims you could use

- Malchoc:
 - Milk MALCHOC-M-123, white MALCHOC-W-123, dark MALCHOC-D-123
 - no added sugar



Composition

% MIN. COCOA 33.9	% MIN. MILK 20.5	% FAT 36.6
% COCOA BUTTER 30.5	% MILK FAT 6.2	% COCOA BUTTER 30.5
% FAT FREE COCOA 4.9	% FAT FREE MILK 15.3	% MILK FAT 6.2

Composition

% MIN. COCOA 30.7	% MIN. MILK 21.3	% FAT 38.3
% COCOA BUTTER 0	% MILK FAT 6.2	% COCOA BUTTER 0
% FAT FREE COCOA 0	% FAT FREE MILK 16.1	% MILK FAT 6.2



Callebaut best sellers: claims you could use

- Stevia dark chocolate: CSD-P2811STE10-105
 - no added sugar
 - sweetened by stevia
 - made with chocolate without added sugar

Composition

% MIN. COCOA 83.9	% MIN. MILK 0	% FAT 37.8
% COCOA BUTTER 53.5	% MILK FAT 0	% COCOA BUTTER 53.5
% FAT FREE COCOA 32.9	% FAT FREE MILK 0	% MILK FAT 0

Stevia chocolate

The dark chocolate without added sugar, sweetened by nature

Explore the joy of chocolate, with the sweetness of Stevia



Callebaut best sellers: claims you could use

Product	Gluten Free	No added sugar	Clean label	Suitable for Vegetarian	Suitable for Vegan	Sustainable	FT
811	✓		✓	✓	✓	✓	
823	✓		✓	✓		✓	
W2	✓		✓	✓		✓	
POWER 80	✓		✓	✓	✓	✓	
POWER 41	✓		✓	✓		✓	
VELVET	✓		✓	✓		✓	
MALCHOC-M/W	✓	✓		✓		✓	
MALCHOC-D	✓	✓		✓	✓	✓	
CSD-P2811STE10-105	✓	✓		✓	✓	✓	
Organic FT Dark	✓		✓	✓	✓		✓
Organic FT M/W	✓		✓	✓			✓



Classical Brownie Recipe

Examples of sugar reduction using different cocoa solid percentages

Quantity	Ingredient	Power 80 dark chocolate	70-30-38 dark chocolate	811 dark chocolate
185g	Unsalted Butter	1g	1g	1g
185g	Chocolate	30g	48g	80g
3	Eggs			
275g	Caster Sugar	275g	275g	275g
85g	Plain Flour	1g	1g	1g
40g	Extra Brute Cocoa Powder			
	Total Sugar Content	307g	325g	406g
		24% less sugar than 811	20% less sugar than 811	



THE ORIGINALS OF VAN HOUTEN

Today, Van Houten is back. Committing to its original mission to create a richer life for everyone, Van Houten reconnects with its tradition of bringing the best cocoa powders to chefs and bar tenders. Now they can spoil their customers with the rich taste and colours of chocolate with Van Houten's cacao.

GREAT TRADITION CONTINUES





A NEW RANGE FOR SUPERIOR TASTE & COLOUR



A GREAT TRADITION CONTINUES



PLAY. CREATE. ENRICH.



FOR SUPERIOR TASTE AND COLOUR



PLAY. CREATE. ENRICH.



FOR SUPERIOR TASTE AND COLOUR



NATURAL LIGHT BROWN

100% cocoa
10-12% cocoa butter



Cacao naturale marrone chiaro
Cacao naturel brun clair
Natürlicher hellbrauner Kakao
Natuurlijke, lichtbruine cacao

NATURAL COCOA

FOR BAKING, TASTE AND COLOUR



NCP-10C101VHE0-760
1 KG BAG (6 X 1 KG/BOX)
SHELF LIFE: 24 MONTHS



APPLICATIONS

Ideal for flavouring, colouring and decorating.



GELATO & SORBET

SPONGE CAKE



COOKIES

CAKES, BROWNIES & MUFFINS



MACARONS

GLAZINGS & SAUCES



BAKED MERINGUE

TASTE & COLOUR

100% natural cocoa with medium-intense chocolate taste, typical natural bitterness and subtle acidic notes. Light brown colour.



FULL-BODIED WARM BROWN

100% cocoa
22-24% cocoa butter



Cacao amaro marrone con corpo pieno
Cacao corsé brun ardent
Vollmundiger, warm-brauner Kakao
Warmbruine cacao met volle smaak

THE ORIGINAL DUTCHED COCOA

FOR SUPERIOR TASTE AND COLOUR



DCP-22W117VHE0-760
1 KG BAG (6 X 1 KG/BOX)
SHELF LIFE: 24 MONTHS



APPLICATIONS

Ideal for flavouring, colouring and decorating.



GELATO & SORBET

CAKES, BROWNIES & MUFFINS



COOKIES

MOUSSES



GLAZINGS & SAUCES

HOT DRINKS



SPONGE CAKE

TASTE & COLOUR

Slightly alkaline cocoa with an intense chocolate taste and pleasant mouthfeel. Notes of sweet caramel and cocoa dominate, with hints of nuts. This cocoa colours your recipes with a deep and dark warm brown hue.



ROUND DARK BROWN

100% cocoa highly defatted
<1% cocoa butter



Cacao marrone scuro
Cacao velouté brun foncé
Vollmundiger dunkelbrauner Kakao
Evenwichtige, donkerbruine cacao

THE ORIGINAL DUTCHED COCOA

FOR SUPERIOR TASTE AND COLOUR



DCP-01R102VHE0-61V
1 KG BAG (6 X 1 KG/BOX)
SHELF LIFE: 24 MONTHS



APPLICATIONS

Ideal for flavouring, colouring
and decorating



GELATO
& SORBET

CAKES,
BROWNIES
& MUFFINS



COOKIES

MOUSSES



MACARONS

GLAZINGS
& SAUCES



BAKED
MERINGUE

HOT DRINKS



SPONGE
CAKE

TASTE & COLOUR

Cocoa with a full, intense chocolate
flavour, yet very light mouthfeel.
Pleasant bitter notes and subtle
acidic hints. Adds a rich chocolate
flavour to your recipes, yet with the
least calories possible. Deep dark
brown colour.



ROBUST RED CAMEROON

100% cocoa
20-22% cocoa butter



Cacao robusto rosso - origine dal Camerun
Cacao robuste rouge - origine Cameroun
Starker roter Kakao - aus Kamerun
Krachtige, rode cacao - origine: Kameroen

THE ORIGINAL DUTCHED COCOA

FOR SUPERIOR TASTE AND COLOUR



DCP-20R118VHE0-760
1 KG BAG (6 X 1 KG/BOX)
SHELF LIFE: 24 MONTHS



APPLICATIONS

Ideal for flavouring, colouring
and decorating



GELATO
& SORBET

MOUSSES



COOKIES

GLAZINGS
& SAUCES



SPONGE
CAKE

HOT DRINKS



CAKES,
BROWNIES
& MUFFINS

TASTE & COLOUR

Made from the famed red Cameroon
fine flavour beans, this cocoa has a
powerful chocolatey taste with strong
bitter notes and typical smokey
hints. Deep dark red colour.



RICH DEEP BROWN

100% cocoa mass
52-56% cocoa butter



Pasta di cacao marrone scuro intenso
Pâte de cacao riche brun intense
Vollmundige dunkelbraune Kakaomasse
Rijke, intens bruine cacaomassa

THE ORIGINAL DUTCHED COCOA

FOR SUPERIOR TASTE AND COLOUR



DCL-3P524VHE0-760
1 KG BAG (6 X 1 KG/BOX)
SHELF LIFE: 24 MONTHS



APPLICATIONS

Ideal for flavouring, colouring and decorating.



GELATO & SORBET

MOUSSES



COOKIES

GLAZINGS & SAUCES



SPONGE CAKE

HOT DRINKS



CAKES, BROWNIES & MUFFINS

TASTE & COLOUR

Rich, full-bodied chocolate taste with an abundance of roasted cocoa and pleasant bitterness. The high cocoa butter content guarantees a decadently velvety mouthfeel. Deep brown colour.

Net weight: 1kg (2.2046 lbs) - 1kg (2.2046 lbs)
Wegwicht: 1kg (2.2046 lbs) - 1kg (2.2046 lbs)
Net wt: 1kg (2.2046 lbs) - 1kg (2.2046 lbs)

1kg-2.2lbs e



INTENSE DEEP BLACK

100% cocoa
10-12% cocoa butter



Cacao nero intenso
Cacao noir intense
Intensiver tiefschwarzer Kakao
Intense, zwarte cacao

THE ORIGINAL DUTCHED COCOA

FOR SUPERIOR TASTE AND COLOUR



DCP-10Y352VHE0-760
1 KG BAG (6 X 1 KG/BOX)
SHELF LIFE: 24 MONTHS



APPLICATIONS

Best mix a small dose of this cocoa powder with regular cocoa powder to colour, flavour and decorate.



GELATO & SORBET

CAKES, BROWNIES & MUFFINS



COOKIES

MOUSSES



MACARONS

GLAZINGS & SAUCES



BAKED MERINGUE

HOT DRINKS



SPONGE CAKE

TASTE & COLOUR

Made from a fine selection of highly alkalised origin cocoa beans, this cocoa powder has an overwhelming cocoa taste and strong alkali notes. With its unrivalled deep, dark colour, it is perfect for baking dark biscuits and cakes, and for creating delights with a remarkable dark colour.

Net weight: 1kg/2.205lb - Netto gewicht: 1kg/2.205lb
Wegennamen: 1kg/2.205lb - Netto gewicht: 1kg/2.205lb
Finnish: 1kg/2.205lb - Netto gewicht: 1kg/2.205lb

1kg-2.2lbs e



CALLEBAUT®

BELGIUM 1911

**Discover your story
from bean to chocolate**



CRAFTED IN BELGIUM FROM BEAN TO CHOCOLATE

ADD YOUR STORY AT WWW.CALLEBAUT.COM

For Technical support and advise on chocolate or cocoa powder call : 01295 224 700