



le Journal

de la Chocolaterie MICHEL CLUIZEL

Chocolate is indispensable to gastronomy. Couverture chocolates must win the heart of professionals and meet their technical requirements. They also have to win the heart of customers through the taste and Quality Commitments they provide. What kind of criteria can influence customers' choice? Ease of use, types of use, quality and price, brand image? This Journal has the answer.

Yours chocolateately,

Michel CLUIZEL

M. Cluzel
September 2009

COUVERTURE
Chocolates

COUVERTURE CHOCOLATES

Couverture chocolates have changed a lot during the last decade. How can one find his way around, and which criteria should always be uppermost considered ?



Couverture chocolates are made by what we call “Couvertureurs”; who can be divided into two categories. Some of them work with already processed cocoa paste, which they buy from industrial manufacturers from everywhere in the world. Others get involved earlier in the process: they process cocoa beans and are therefore called “Cacaoféviers” (cocoa bean processors). Cocoa bean processors get their supplies from specialist wholesalers, most rarely directly from selected planters.

From blocks to drops

About fifteen years ago, couverture chocolates were provided in liquid form for large amounts, or in the form of 1 to 2 kg “chocolate blocks”. Nowadays, chocolate drops have replaced chocolate blocks: they are easier to use, easier to measure, they do not imply any breakage phase and do not spread crumb, and above all, melt quicker. As for the general public market, pure couverture chocolate is found in the form of Chocolate bars, Chocolate squares or fine Chocolate “discs”.



A legal designation

“Couverture Chocolate” is a statutory denomination specified by the French law (minimum of 35% of total solid cocoa, 2.5% of low-fat dried cocoa, and 31% of cocoa butter). However, the term is more generally used to refer to chocolates that are melted and worked by a professional, at first for “coating” (which explains the word Couverture, which means coating in French), but also to chocolates that can be used for the preparation of sweets and plated desserts...

Taste, as the main criterion

How can one make a choice between so many couverture chocolates ? The first criterion to take into account is taste. This is what customers are going to judge first. Intensity, taste quality, length... all criteria that enable professional retailers to set themselves apart from supermarket distribution products, and to be different from their competitors through the products they make.

Where does the taste come from ?

It mainly comes from cocoa beans, main ingredient of chocolate. Main flavors are defined by cocoa variety, soil, care exercised in cocoa tree cultivation and post-harvest processing (fermentation). The work of the cocoa bean processor reveals existing flavors and crea-

tes new ones, through roasting and conching. Flavors of other ingredients and selected recipes put a final touch to the taste of a couverture chocolate.

Quality proof ?

Restaurant professionals often say so: “Best recipes require best raw materials”. It also applies to chocolate. Raw materials cannot give more flavors than they have. Therefore, when using exceptional raw material, a professional should always communicate about this special asset ! By promoting the chocolate you use, you promote your own products. And to promote this chocolate, you should prove objective quality elements: noble ingredients, chocolate not available in supermarket distribution...

Communicate on ingredients

Communicating on the quality of couverture chocolate implies knowing the ingredients it contains. Advertising literature and commercial information available on chocolate boxes used by professionals, as well as on chocolate bar boxes sold to customers give information about the origins of cocoa beans, and also about additives: soy lecithin, flavoring (be they natural or artificial ones), etc.



What can professionals expect?

Professionals have different expectations according to whether couverture chocolate is added to a mixture (dessert mix, plated dessert, chocolate Bonbon filling, ice-cream, etc.) or used to coat other items (coating, icing, chocolate bars and squares, etc.). Use constraints also vary from one professional activity to another: for example, caterers sometimes have to work in rooms where temperature is low and atmospheric moisture is high, or in hot countries where workshops are not air-conditioned.

Delicate processing of chocolate

The way a couverture chocolate can be worked is obviously an important selection criterion for a professional. Due to its complex molecular structure, chocolate has to be melted according to a special tempering curve, specific of each type of couverture, since it depends on the ingredients it includes. This “crystallization curve” has to be observed, whether chocolate is processed manually or mechanically (coating machine, etc.) so that chocolate does not lose its shine and its tasty texture. This processing also requires appropriate temperature and atmospheric moisture conditions to be observed (*for further details, please check Technical chapter of Cluizel Journal n°15, April 2009*).

How to make this process easier?

Ten years ago, in order to meet customer expectations, Chocolaterie MICHEL CLUIZEL banned soy lecithin from the ingredients of its couverture chocolates. First of all because soy is considered to be a major allergenic ingredient, and moreover because its traceability

remains indeterminate and recalls risks of GMOs. Working conditions of some professional users, such as caterers or some restaurant owners, as well as specialization levels of some staff and apprentices, led Chocolaterie MICHEL CLUIZEL to offer couvertures that can be processed in non optimal conditions. This range of products includes quality lecithin, not resulting from soy (*see p.8 of this Journal, Technical chapter*).

The great family of chocolates

Couverture chocolates can be dark, white or milk chocolates. They can be blend chocolates, Pure Origin chocolates, 1^{ers} Crus, or Plantation chocolates. They also show major differences from one cocoa bean processor to another: color, flavors, fluidity, cold breakage, tempering curve of use, intensity and taste hints, length, etc. Quality commitments can also differ greatly. All these differences have to do with the selection of raw material used, the recipes used, the level of efficiency of processing equipment, and of course the cocoa bean processor know-how, which results, among other criteria, from his experience.

Selection criteria?

The selection of a couverture chocolate obviously has to be made according to several parameters.

- Customers: regular customers of chocolate shops and good reputation restaurants expect top-of-the-range chocolate, which they are then going to judge according to its ingredients, to its taste, and more and more to its brand name.
- Use of chocolate: coating requires balanced cover-

ture chocolate (“High Cocoa Content” category of Chocolaterie MICHEL CLUIZEL), while Bonbon filling or preparation of dessert demands distinguished couverture chocolate (1^{ers} Crus de Plantation, for example) in order to bring an aromatic intensity and distinguished flavors to the product. - Taste combinations and prices are also criteria in the selection of couverture chocolates.

Chocolaterie Michel Cluizel choices

The Chocolaterie MICHEL CLUIZEL, which has been a cocoa bean processor for a very long time, is now considered as a major protagonist in the international chocolate world. In order to materialize this growth, a new 1.600 m² workshop was built and completed during the summer: it will help expand the current cocoa processing workshop. Chocolaterie MICHEL CLUIZEL carries on working exclusively with professional retailers. It offers top-of-the-range couverture chocolate (“High Cocoa Content” and “1^{ers} Crus de Plantation”), in the form of finished and semi-finished goods. These couverture chocolates are even more special since, for ten years now, they have been meeting an unequalled quality commitment called “Noble Ingredients Commitment”. Fall 2009 highlight: debut of three new Couverture chocolates designed to meet specific demands of special professionals (*see p. 7 - News chapter*).





INTERVIEW

Philippe Parc and Nicolas Bernardé, These two professionals, who were both awarded Craftmen of the year (MOF) tell you about their vision of labor: **EXPERT POINT OF VIEWS**

“Very good chocolate is just like very good wine: it offers an impressive range of flavors !”

Could you tell us more about your curriculum and occupation ?

Nicolas Bernardé: *I was granted the MOF award in Pastry Making in 2004, and I am the teaching master at Cordon Bleu cooking school.*

Philippe Parc: *I was granted the MOF award in Pastry Making in 1994, I won Chocolate Making, Pastry Making and Ice-cream Making World Championship, and I work as an international consultant for gastronomy professionals.*

What would you compare chocolate to ?

N. B. : *One cannot deny the obvious parallel between top-of-the-range chocolate and wine. White wine, rosé wine, red wine. White chocolate, milk chocolate, dark chocolate... and popular misconceptions in both cases! Milk chocolate is not a blend of white and dark chocolates, just like rosé wine is not, in most cases, a blend of white and red wines.*

P. P. : *Very good chocolate is actually just like very good wine: it offers an impressive range of flavors! These two worlds incidentally share the same jargon: vanilla hints, spicy flavor, length...*

What are selection criteria for couverture chocolates ?

N. B. : *I use different types of chocolate according to the customers I aim at. Age is obviously an important factor - children, for example, often prefer milk chocolate, while adults favor more intense, less*

sweet chocolate. I work with products I like, but remain attentive to the expectations of the persons I am creating chocolate for: where are they going to have it, who with, at what time of the day ?

P. P. : *I always favor distinctive couverture chocolates. The creation of 1^{er} Cru couvertures for couverture chocolates and cocoa paste, which took place during the last fifteen years, is a significant taste breakthrough. Many professionals already know about this fact, as I could realize a while ago in Spain. I offered people to try two pastries made using the same recipe: one was made with 1^{er} Cru chocolate and the other one with blend chocolate. The first one was the one they preferred, without a doubt !*

Which taste combinations do you favor ?

N. B. : *I can mention great, timeless classics, which have been used for ages and will still be used in the future, such as the chocolate-raspberry combination. I always pay attention to using natural, in-season products. I therefore tend to use raspberry in spring while I prefer orange in winter. Again, during winter, I like combining praliné chocolate with lemon: sweet and acid flavors dissociate and associate. At the end, what I really want to do is to thrill people !*

P. P. : *In both cooking and pastry making, I give priority to harmony and always use one single 1^{er} Cru for the whole preparation of a dish. Each chocolate has its own unique aromatic hints, and I always try to create a genuine taste harmony. If some chocolate has citrus fruit hints, I usually associate it with exotic fruits. If the main hint of a chocolate has to do with flowers and gingerbread, it will be perfect with vanilla, coffee, praliné...*

Professional visits to the Chocolate Factory



Customers from Western France and Rhone area



United Arab Emirates Distributor
EMIRATES SNACK FOODS



La Chocolaterie de Monaco



German distributor
CONFIS EXPRESS



Italian distributor
JOLANDA DE COLO



Spanish distributor
COLONIAL



Students of Jouy-en-Josas CFA
in chocolate making



Customers from Western France



Pastry Chef Trade Unions of
Eure district



Stéphane VIEUX,
Pastry Chef at
Global dining, Japan

"I literally fell in love with 'Concepcion', for its length, flavors and distinctiveness".

Stéphane Vieux started studying pastry making and cooking when he was 15, at Blois hotel school. When he was 17, he won the French Junior Championship of Dessert: a stepping stone that led him to work with the greatest chefs, such as Guy Savoy and then Pierre Hermé. His adventure in Japan began 6 years ago. Once overcome the language and culture barrier, he fell in love with that country and got started in fancy catering. For almost 3 years now, he has been the pastry chef of Global Dining Group, which owns 60 restaurants in Japan, 3 in Los Angeles, 1 in Macao, 2 chocolate shops and 2 casual pastry shops. He shares his experience with us.

Tend to perfection

"In Japan, especially in Tokyo, customers are extremely demanding. Pastries are not as sweet as in France and usually smaller. Everything is subtle, made in good taste and often taken to perfection, down to the smallest packaging detail. The Japanese level is impressive. One has to be meticulous in selecting raw materials, tastes, blends of flavors, textures and has to pay particular attention to the look. The meticulousness and demand of customers teach you to question yourself and to be even more self-demanding".

A range that fosters innovation

"I started using Michel Cluizel products over five years ago. The Japanese market is saturated and always on the look for creation and originality.



Michel Cluizel chocolates perfectly fit this demand. I like their quality and above all, their variety of tastes, flavors, intensity, and the distinctiveness of each couverture. Tasting one couverture chocolate is enough to quickly imagine potential combinations".

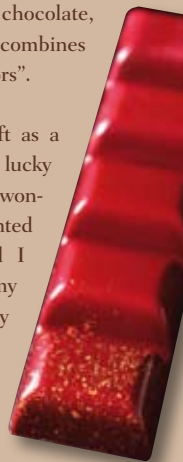
Creations made with 'Concepcion' couverture chocolate

Each "1^{er} Crus de Plantation" couverture has its own identity. And the quality is such that a simple bonbon or a simple chocolate mousse becomes a whole different thing.

"I literally fell in love with 'Concepción', for its length, flavors and distinctiveness. Using this exceptional couverture chocolate, I make bonbons that I then spray with Michel Cluizel Red blend for spray gun, coat with 'Concepción' couverture chocolate and fill with a soft coconut/strawberry ganache.

The product that symbolizes the shop I run is called "Sensation 5", a molded chocolate bar with 5 holes filled with 5 different types of ganache (raspberry, lemon, pistachio, passion fruit and blackcurrant). I make this chocolate bar with 'Concepción' chocolate, which perfectly combines with these 5 flavors".

"I regard my craft as a passion. I was lucky enough to meet wonderful, very talented pastry chefs and I then created my own type of pastry making".



Mr. FAYANT,
Pastry from Bordeaux (France)

"In the past, milk chocolate was a big hit, while now, people are increasingly interested in dark chocolate".

Back in April 2008, Mr. Fayant opened his Pastry/Chocolate Shop right in the center of Bordeaux. Following the footsteps of his parents, who had a pastry shop in Libourne, he perpetuates the know-how of French traditional pastry making, while building his own reputation on chocolate making. Over the years, he widened the range of his offer, and has been working as a caterer for a few years now: his activity therefore includes the preparation of verrines, canapés, Chinese spoons... In 2005 and in 2008, Mr. Fayant won "Le Chocolat" contest in Bordeaux, and then won the "Pâte d'Amode" traditional marguerite contest, after which he published a book that turned famous nationwide.

Quality, first and foremost

Nowadays, 80 % of his creations are made with chocolate. And an increasing number of customers taste the difference between traditionally made chocolate and supermarket distribution chocolate, despite the efforts of industrial groups to offer quality products. Customers increasingly like chocolate and have no problem considering it a healthy product (contains magnesium and iron, morale enhancer...). They ask for an increasing amount of information (origins, cocoa content...), which was not true a decade ago. "In the past, milk chocolate was a big hit, while now, people are increasingly interested in dark chocolate" Mr. Fayant explains.

Spot-on decision!

"When I set up my business, I selected the best suppliers. I have been working with Chocolaterie MICHEL CLUIZEL for three years now. I was first appealed by the quality and consistency of their products". A few years ago, Mr. Fayant had to add cocoa butter to chocolate in order to fluidize blends, while now, he admits that "Cluizel couverture chocolate is already very fluid, easy to work and very distinctive. There is no possible confusion. And I particularly appreciate the family nature of the business: the story of Chocolaterie MICHEL CLUIZEL is similar to my parents' experience". Mr. Fayant says.



Le 'Valentin': 'Vila Gracinda' foam and orange taste "crème brûlée".

Selection of taste combinations

Along with his 7 employees, Mr. Fayant refines light recipes made with sugar and creates a number of mousses and cakes using "1^{er} Crus de Plantation" couvertures. His favorite couvertures are "Vila Gracinda" and 72 % dark chocolate: "I love the cocoa flavors that are neither too sweet nor too bitter, and the length of these couvertures".

As a "Pastry Chemist", Mr. Fayant creates amazing flavor combinations, such as his "Valentin", a "Vila Gracinda" dark chocolate mousse with orange crème brûlée, or his Banana Ganache, which came as a complete surprise to his customers.

On January 16th, **visit of 'Los Anconès' Santo Domingo Plantation**, by "les Toques Normandes". Association dedicated to promoting Normandy cuisine and fighting flavor standardization.



During the **SIRHA Fair**, from January 23rd to 27th, 2009, Chocolaterie MICHEL CLUIZEL presented its new collection of 2009 Spring-Summer Laboratory Products, on the **theme of Fruits**.



Philippe Parc gave several **training sessions in France**: in Orvaux, in Orleans, in Laxou and in Eragny (France).

Rugby Ambassadors Day, in collaboration with Société Générale. On February 11th, famous rugby persons, among them Fabien GALTHIE (trainer and former player) and David GERARD (player at Racing Metro 92) visited MICHEL CLUIZEL chocolate factory and signed autographs to the chocolate factory staff.



On April 3rd, visit of MICHEL CLUIZEL chocolate factory and shop by **Luxe TV** staff, for a report that was going to be permanently broadcasted during Easter weekend.



For the memorial day of Normandy landings, on June 6th, **President Obama and President Sarkozy** had a plated dessert made with chocolate "1^{er} Cru de Plantation", made by Stéphane Carbonne and Gabriel Rochard (Chef and Pastry Chef at Incognito restaurant, in Caen, France) based on a recipe by Chocolaterie MICHEL CLUIZEL. At the end of the meal, Michel Cluizel Bonbons were served to both Presidents.



Extension projects of Chocolaterie MICHEL CLUIZEL are coming true, with the building of a 1.600 m² dedicated to cocoa bean process.



SIGNIFICANT EVENTS



By the beginning of the year, several chefs took part in training sessions given by Philippe Parc at the **Training Workshop** of Chocolaterie MICHEL CLUIZEL: in January, American chefs; in February, Norwegian and Luxembourgian chefs; in March, Russian, Chinese chefs and chefs from the Middle-East; in April, Traiteurs de France (Association of French Caterers).



In February, the very British "**Chocolate Academy**" granted the Milk 'Mangaro' chocolate bar a Bronze Award and the 'Grand Lait 45 %' chocolate bar a Silver Award.



Partnership with **TORRES Wines**, a wine importer to **China**, for the organization of a special Valentine's Day top-of-the-range event, created for single persons: tasting of wine, champagne and Michel Cluizel Chocolate bonbons.



From February 23rd to 26th, Chocolaterie MICHEL CLUIZEL took part to the **Gulf Food Fair** of Dubai, in partnership with our distributor, EMIRATES SNACK FOODS.

Paul A. Young, a chocolate maker in London, was granted **2 Bronze Awards** for his 'Los Anconès' truffle and for his 'mango and Sichuan pepper' ganache, made with Michel Cluizel couverture chocolate.

From March 6th to 9th, our distributor "Colonial de Café y Chocolates" took part in the **Degusta Fair of Barcelona**.



During the whole "**Montréal en lumière**" festival, Chef Jérôme Ferrer, Maître cuisinier de France, presented Michel Cluizel chocolates to his customers and to international food critics, within the cooking workshop of his Europea Restaurant.

On March 24th, in **Washington DC**, 12 chefs divided into 6 teams **created a recipe from scratch**, under the supervision of our consultant, Chef Frederic Loraschi, in partnership with Amero Foods. After lunch, desserts made with Michel Cluizel Façonnables and couverture chocolates were presented and tasted



Participation, along with CONFIS EXPRESS to **Prowein** Fair of Düsseldorf from March 29th to 31st, and to **Slow Food** Fair of Stuttgart, from April 2nd to 5th.



On April 22nd, 2009, demonstration by Philippe Parc in **Barcelona**, co-organized by Spanish distributor "Colonial de Café y Chocolates" and Association of Spanish Pastry Chefs "El Gremio".

Chocolaterie Michel Cluizel will take part in the following fairs:

- **Specialty Fine Food Fair in London, from September 6th to 8th 2009.**
- **Salon du Chocolat in Paris from October 14th to 18th 2009.**
- **Tax Free TFWA Fair, in Cannes, from October 19th to 23rd 2009.**
- **Stockholm Chocolate Festival, in collaboration with our distributor in Sweden, CHOKLADHuset, from October 9th to 11th 2009.**
- **National Convention of French Caterers in Tarbes, November 8th and 9th.**
- **Carrefour des Métiers de Bouche in Niort, from November 14th to 18th.**
- **Food & Hotel China Fair, late November 2009.**

The 2009 French Chocolate Fair (Salon du Chocolat) will take place from October 14th to 18th 2009, in Paris, Porte de Versailles. For its 15th edition, Catherine Cluizel, Manager of the boutique "Chocolat MICHEL CLUIZEL" in Paris will present, for the first time, a chocolate dress made by Philippe Parc in collaboration with Jean Doucet Assistant, the official dress designer of Miss France. Come discover or rediscover Michel Cluizel products on Boulevard "Terre de Cacao", stand n°A10.



LABORATORY Products



New 2009 Autumn-Winter Catalogue

Available since September, this new catalogue focuses on Couverture chocolates: discover or rediscover the flavor hints of '1^{ers} Crus de Plantation' chocolates and 'Grandes Teneurs en cacao'. The collection of Laboratory Products also gets wider with New Rectangular Façonnable and "Noble Ingredients" Chocolate Bar Mould.

La Soufflétine de Michel Cluizel

New item on the market, these puffed cereal balls will provide crunchiness to many Pastry making and Chocolate making creations. Easy to blend, "Soufflétine de Michel Cluizel" can be frozen and does not get damp after defrosting. Available from September 7th for export, and from September 28th for French market.



New recipes of Fillings



Extension of the range of Confectionner Pralinés with Pur Almonds 50 % and Pur Hazelnuts 50 %. Much more fluid texture for easier and more varied use. Made with less sugar and more hazelnut, 'Intense Hazelnut' Gianduja has a softer, texture easier to blend.

New Chocolate Couverture

'Elianza'



By the beginning of September, Chocolaterie MICHEL CLUIZEL will launch 3 new couvertures: 'Elianza' Dark 55 %, Milk 35 % and Ivory. These couverture chocolates offer a great ease of use, regardless temperature and hygrometry conditions. They allow for varied uses, especially in chocolate making, pastry making and catering. The fluidity, the exceptional shine and the perfect taste balance of these couverture chocolates are perfect for the coating of chocolate bonbons and for molding. 'Elianza' couverture chocolates offer both great taste quality and good price. Sunflower lecithin used in these 3 couverture chocolates is not allergenic and is GMO-free.

MICHEL CLUIZEL Collection

Ganaches 1^{ers} Crus de Plantation Boxes

Tasting Box made of 25 dark chocolates '1^{ers} Crus de Plantation' Ganaches. Genuine flavor trip through 5 plantations, this new box will be presented by a press release which will be sent to 300 journalists in September. Available from September 28th 2009 to January 15th 2010.



Milk Praliné Pochon

For milk chocolate lovers, discover the new pochon of pralinés coated in milk chocolate. Traditional Praliné, Layered Praliné or Roasted Almond grains Praliné,... have 250 gr. of genuine taste !



New items for 2010 Valentine's Day and Easter



Discover, in the new catalogue, our new brand items for 2010 Valentine's Day and Easter: the "Reef Fish", the "Passionnement chocolat" box, the "Tendre douceur" heart-shaped chocolate molding and "les Gourmandises de Michel Cluizel", in individual bags.

ANONYMOUS Products

New 2010 Easter Catalogue



Discover the new products created for 2010 Easter celebration: Milk chocolate "Dédilou le poussin" (Dédilou the Chick), caramel milk chocolate Bell, "Ange des Mers" chocolate fish... In 2010, all our Easter Moldings will be super shiny.



Lecithin: sunflower, the alternative to soy

Lecithin is used in food industry for its emulsifying properties. It makes it easier to link the molecules of different ingredients together and therefore to fluidize the blend.

■ What is lecithin ?

Lecithin is fat extracted from living elements (egg, colza, sunflower, soy...) and is also a substance that liver naturally secretes. However, the human body does not always have available resources of basic nutriments. It is an essential substance, which is known to be healthy (better absorption of A and D vitamins, protection of arteries against cholesterol...).

■ Why is it used in chocolate making ?

In chocolate making, lecithin is used to totally or partly substitute addition cocoa butter and act as an emulsifying element. The addition of lecithin makes conching easier and quicker. Therefore, lecithin makes it possible to lower chocolate making costs. It does not have any impact on flavor and only modifies two characteristics of chocolate texture: its fluidity and its breakage.

Soy lecithin is often used for chocolate making, since soy is extensively produced, and therefore cheaper than colza or sunflower.

■ Soy: risks of allergies and GMOs

Soy and soy products are considered to be major allergens, especially by European boards. Chocolate made with soy lecithin can not be eaten by a whole section of allergic persons. Moreover, soy stands for the biggest culture of GMOs in the world, its traceability is very questionable and cultivations without OMG can be contaminated with OMG.

■ Sunflower: the best alternative to soy

Food industry has been concerned about the risks of allergies and lack of traceability related to the use of soy and is now gradually turning to other types of lecithin (egg, colza, sunflower...). Some chocolate makers are more precisely turning to sunflower lecithin, despite it being more expensive than soy lecithin. Sunflower lecithin offers a number of benefits, while ruling out risks related to soy:

- Healthy: makes up for body deficiencies.
- Makes chocolate making easier by fluidizing texture.
- Can be consumed by allergic persons.
- Sunflower traceability is reliable since GMO sunflower consumption is forbidden in Europe.

■ Choices of Chocolaterie

Over ten years ago, Chocolaterie MICHEL CLUIZEL was a pioneer in banishing soy lecithin from all their couverture chocolates, while increasing cocoa butter ratio. This decision implies a more delicate chocolate making process, with state-of-the-art equipment.

In order to meet the demand of a number of customers who do not own adequate equipment or do not work in optimum temperature and hygrometry conditions, Chocolaterie MICHEL CLUIZEL decided to add 3 new couverture chocolates made with sunflower lecithin to the Laboratory Products offer.

For these three new couverture chocolates, 'Elianza' Dark 55 %, Milk 35 % and Ivory, and in order to meet its "Noble Ingredients" quality commitment, Chocolaterie MICHEL CLUIZEL selected sunflower lecithin, which makes chocolate making process easier while ensuring optimum traceability.

Extracts, Flavorings, Essences, Pulps... What is the difference ?

Flavorings:

Most chocolate makers use flavorings in order to reduce manufacturing costs or to give their chocolates some taste they do not naturally have.

French and European law supervise the use of flavorings, which has to be mentioned on package. Flavorings cannot be consumed as such, and are divided into two categories:

- **natural flavorings:** made from non synthetic natural raw material.
- **synthetic flavorings:** 100% chemical, made in lab.

Here are a few examples of the **wide variety of natural food flavorings available: Extracts, Essences, Essential Oils...** these flavoring products are made from natural raw material (through distillation, cold extraction...) and are highly concentrated.

It is important to understand that a flavoring can be called "natural flavoring" as long as 95 % of it comes from natural resources. It is therefore possible to make Vanillin (vanilla molecule) from beetroot flesh. Beetroot being a natural product, one can then easily mention "natural flavoring" on a package.

Noble Ingredients:

For over ten years now, Chocolaterie MICHEL CLUIZEL has been using exclusively **Fruit Pulps, Roasted ground coffee, genuine Caramel, Spices, Honey, Bourbon vanilla bean...** these traditional, natural products are ingredients of chocolates and **regarded as perfectly noble ingredients** (just like cocoa paste or cane sugar).

Of course, it would be easier and cheaper to use flavorings, but the flavor of an ingredient cannot be reduced to a single molecule. Taste is the result of a combination of several components (over a hundred for vanilla, for example).

Recipes



This recipe, prepared by Philippe Parc*, is available through our sales persons.

* MOF (Pastry) and World Champion (Pastry, Chocolat, Ice cream)