

Mysteries of Chocolate Taste

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CALLEBAUT

BEIGNIN 1911

Mysteries of Chocolate Taste





Roasting

ROASTING THE WHOLE BEAN TO RELEASE THE WHOLE FLAVOUR

You can taste it in your chocolate: the full flavour of the cocoa bean. That's because we're one of the few chocolate makers that still roast the whole bean in its natural shell. This traditional roasting method awakens all the great aromas and flavours of the cocoa bean, yet preserves them to be released only in the chocolate – and not get lost before.





Winnowing



Delicately removing the shell to preserve the bean.





Grinding



MULTIPLE-STAGE GRINDING TO CREATE THE DARKEST AND FINEST OF COCOA LIQUORS

We never settle for "acceptable". That's why we grind the roasted cocoa beans several times. In the first stage, the nibs are ground into liquor. Next, the liquor is further refined in multiple steps until it is extremely fine. The result is a dark, pure and soulful cocoa liquor. Shaping the heart and soul of your chocolate, its overwhelming taste will linger on in your chocolate and create that wonderful mouthfeel your customers crave.





Mixing





Refining

**FINE,
FINER, FINEST.**
ALL IN THE NAME
OF YOUR CHOCOLATE

To create the sensational, round and silky mouthfeel of your chocolate, we press and refine all ingredients until each particle is smaller than the distance between the taste buds. This epitome of fineness will overwhelm your taste buds with the whole flavour of your chocolate, instead of the separate ingredients.





Conching



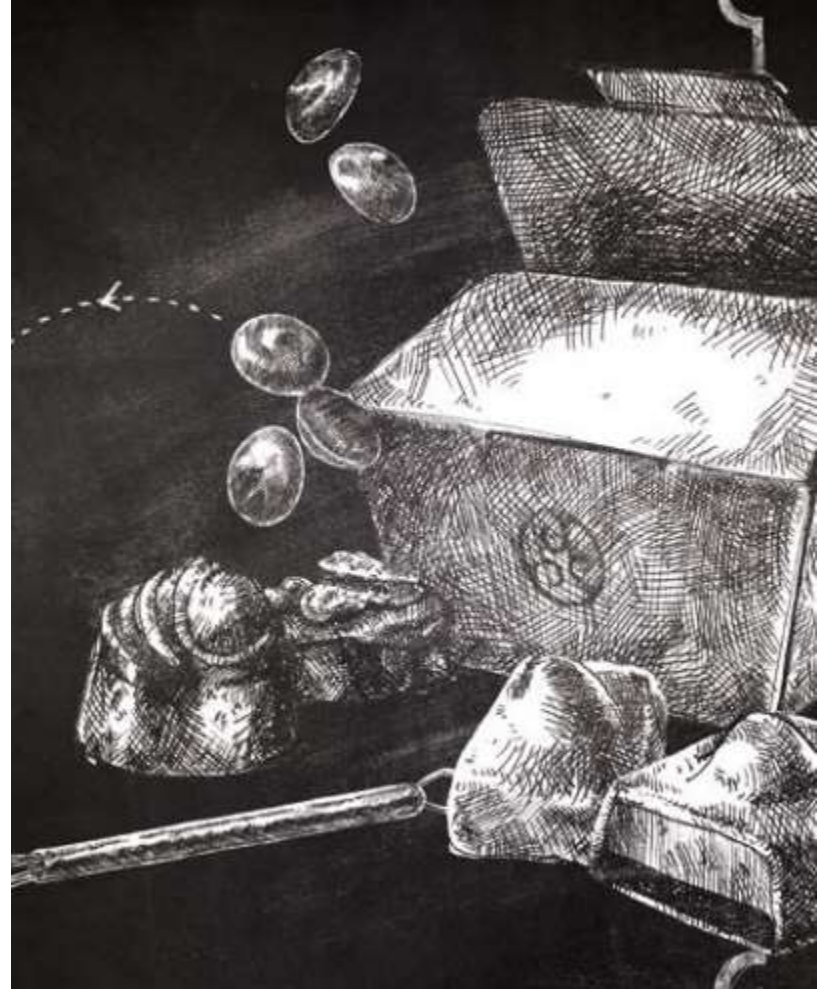
IT'S TIME TO UNRAVEL THE MYTH OF CONCHING

Conching is the art of harmony. Our Master Concher kneads the chocolate for hours to fully ripen its taste. He takes precisely the right time to balance the taste of your chocolate: long enough to create its lovely roundness and short enough to preserve the right dash of fresh acidity. The end result is the world-renowned signature Callebaut taste, with a delicate balance between full cocoa body and fine flavours.





Tempering





Tasting

- (1) **Fineness** - High
- (2) **Fineness** - Medium
- (3) **Fineness** - Low
- (4) **Conching** - Optimum
- (5) **Conching** - Excessive
- (6) **Roasting** - High
- (7) **Fermentation** - Correct
- (8) **Fermentation** - Short
- (9) **Drying** - Default



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Sample (9)

Sample (6)



Sample (7) & (8)

Sample (1), (2) & (3)

Sample (4) & (5)



Thank you for your attention!