



CALLEBAUT®

BELGIUM 1911



BORN ORIGINAL.

WHY CHOOSE THE ORIGINAL TASTE OF BELGIUM



CRAFT AT YOUR BEST

Every chef is unique. Every business is unique. And every day brings new challenges. But whatever they are, we are here to take them on with you. With chocolate ingredients that help you win your customers' hearts. And that help you in getting the job done. No matter what.

This has been our goal for the last 100 years: creating the Finest Belgian Chocolate that chefs prefer.
TO CRAFT AT YOUR BEST, EVERY SINGLE DAY.



WHY CHOOSE THE ORIGINAL TASTE OF BELGIUM?



✓ PROUD TO BE CHEFS' PREFERRED BELGIAN CHOCOLATE BRAND

During taste tests and research in different countries, Callebaut came out as the preferred Belgian chocolate brand chefs work with. The tests revealed that the taste of our chocolates is loved by chefs globally and preferred by 7 out of 10 Belgian consumers.*

✓ WORKABILITY THAT NEVER FAILS

Our chocolates are here for you to achieve great end results every time.

- Easy dosing, melting and consistent tempering.
- A snap, shine and contraction that are always perfect.
- A chocolate taste that allows a wide range of pairing options.
- Different fluidities for even the most specific application: from fine enrobing to panning.

✓ SUSTAINABLE COCOA AT THE HEART OF OUR CHOCOLATES

Through the Cocoa Horizons programme, we partner directly with cocoa farmer cooperatives to only source 100% sustainable and traceable cocoa beans for the Callebaut cocoa liquor: the heart and soul of our chocolate.

* Tests held in 2023 featuring 75 consumers in Belgium and 225 chefs in Belgium, UK and USA comparing Callebaut and its peer brands.



HOW WE CRAFT THE ORIGINAL TASTE OF BELGIUM



1. SUSTAINABLE COCOA FARMING

We partner directly with farmer cooperatives in Ivory Coast, Ghana and Ecuador in the Cocoa Horizons programme to grow sustainable and traceable cocoa. Impactful activities aim to improve farmers' livelihoods, enable a positive impact on children and protect the environment.



2. FERMENTING COCOA BETWEEN BANANA LEAVES

After the harvest, good fermentation is essential for the typical chocolate taste precursors inside the bean to develop. Traditionally, farmers in West Africa ferment the cocoa beans in the field between banana leaves.



3. SUN-DRYING TO REDUCE MOISTURE CONTENT BELOW 8%

After fermenting, the cocoa beans are spread on mats to sun-dry and turned regularly. Drying stops the fermentation process and makes the moisture inside the bean evaporate.



4. SELECTED FOR PREMIUM QUALITY

We only select bigger, best-grade cocoa beans from the main crop. Their size and quality will yield a better and more intense cocoa taste. All beans undergo pre-cleaning and several quality checks before selection and shipping. Later on in the process, beans of about the same size will be crucial for even roasting results.



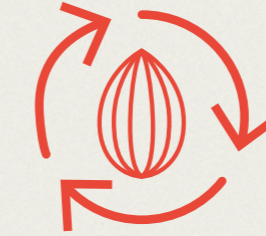
5. ONLY JUTE-BAGGED BEANS

For our Finest Belgian Chocolates, we only buy jute-bagged cocoa beans. Jute is a natural material, allowing the beans to 'breathe' and regulating their moisture content. They're stacked in containers for shipping to the Antwerp port, where they undergo final quality checks.



6. COCOA FLAVOUR ANALYSIS

From each bag of beans, a sample is taken to do quality checks and define the taste profile of the cocoa lot. Every taste profile is stored in our bean library. Our master blenders then use these profiles to balance out the perfect blend.



7. COMPOSING THE CALLEBAUT BEAN BLEND

As cocoa is a natural crop, variations in the taste of the beans come naturally. They're related to the soil, the seasons climate, etc. Our master blenders continuously fine-tune the blend of beans from Ivory Coast (typical chocolaty cocoa body), Ghana (fruitiness) and Ecuador (bitterness) to recreate the iconic Callebaut taste.



10. MIXING INGREDIENTS

Our cocoa liquor is mixed with quality ingredients like sugar and – depending on the recipe – milk and vanilla, to create the chocolate dough.



11. 5-ROLL REFINING

Our chocolate dough is refined between rolls. This will create a silky smooth texture and lovely mouthfeel.



8. WHOLE BEAN ROASTING

To do justice to the work of the cocoa farmers, we roast the whole beans, protected in their shells in a unique, continuous flow. Our way of roasting exposes the beans to moderate heat for a limited time, to awaken their full taste and aromas: both the powerful cocoa flavours inside each bean and the delicate flavours. We believe it's the best way to get the best out of every bean.



12. CONCHING THE CHOCOLATE

Conching will develop the final taste of our chocolate. At the start of the conching process, the chocolate is still too acidic in taste. In a 2-step conching process, our master conchers will preserve the right amount of fruity and sour notes in our chocolate recipes, while getting rid of too acidic volatile flavours. On top, conching will create the incredibly smooth, velvety mouthfeel chefs appreciate in our chocolates.



9. REFINING COCOA LIQUOR

After roasting, we break the beans. Through winnowing, we meticulously separate the shells from the cocoa nibs. The nibs are then ground in 3 different grinding steps to ultimately become our fine cocoa liquor: the key ingredient for our dark and milk chocolates.



13. MAKING SIGNATURE BLOCKS & CALLETS™

Finally the chocolate is tempered and moulded into blocks or Callets™. Little drops that ensure great usability, an invention by Callebaut®.

WHAT'S YOUR ORIGINAL?

How to choose from the wide range of available chocolates?
Here's an easy way to navigate and find the chocolate that works for your ideas.

DARK CHOCOLATE

1. CHOOSE YOUR PREFERRED TASTE

2. CHOOSE THE FLUIDITY THAT WORKS FOR YOU

FLAVOUR INTENSITY	TASTE	COCOA SOLIDS	2. CHOOSE THE FLUIDITY THAT WORKS FOR YOU				
			VERY THICK	THICK	MEDIUM	THIN	VERY THIN
●●●●●	robust cocoa woody tannin-like bitters POWER 80	±80%	-	●● POWER 80	-	-	-
●●●●	roasted cocoa sour notes slightly bitter 70-30	±70%	-	●● 70-30-38	●●● 70-30-42	●●●● 70-30-44	-
●●●●	distinct round cocoa gentle bitter finale 60-40	±60%	-	-	●●● 60-40-38	●●●● 60-40-41	-
●●●●	sweet&sour cocoa malty hints wild dark berries 811	±55%	● L811	●● C811	●●● 811	●●●● 2811	●●●●● 7811
●●●●	light roasted cocoa slightly sweet 815	±55%	-	-	●●● 815	●●●● 2815	-
●●●●	sweet cocoa cotton candy mocca hints 805	±50%	-	-	●●● 805	-	-

● Light cocoa ●●●●● Intense cocoa

MILK CHOCOLATE

1. CHOOSE YOUR PREFERRED TASTE

2. CHOOSE THE FLUIDITY THAT WORKS FOR YOU

FLAVOUR INTENSITY	TASTE	COCOA SOLIDS	MILK SOLIDS	2. CHOOSE THE FLUIDITY THAT WORKS FOR YOU				
				VERY THICK	THICK	MEDIUM	THIN	VERY THIN
●●●●●	intense roasted cocoa milky notes natural bitters POWER 41	40.7%	19.4%	-	-	●●● POWER 41	-	-
●●●●	rich cocoa amber caramel creamy vanilla 823	33.6%	20.8%	-	●● C823	●●● 823	-	-
●●●●	mild roasted cocoa full-bodied caramel hints 826	31.7%	21.2%	-	-	●●● 826	●●●● 3826	-
●●●●	light roasted cocoa persistent rich & milky 845	32.6%	27.3%	-	-	●●● 845	-	-

● Light cocoa ●●●●● Intense cocoa

WHITE CHOCOLATE

1. CHOOSE YOUR PREFERRED TASTE

2. CHOOSE THE FLUIDITY THAT WORKS FOR YOU

FLAVOUR INTENSITY	TASTE	COCOA SOLIDS	MILK SOLIDS	2. CHOOSE THE FLUIDITY THAT WORKS FOR YOU				
				VERY THICK	THICK	MEDIUM	THIN	VERY THIN
●●●●●	full milky buttery blissfully sweet vanilla W	26.2%	28.8%	-	●● CW	●●● W	-	-
●●●●	milky smooth & creamy less sweet VELVET	32%	22.3%	-	-	●●● VELVET	-	-
●●●●	mild milky light caramel sweet vanilla W2	28%	22%	-	●● CW2	●●● W2	●●●● 3W2	-
●●●●	light milky sweet salty hints W11	30.8%	14.3%	-	-	●●● W11	-	-

● Full milky ●●●●● Light milky

RUBY CHOCOLATE

1. CHOOSE YOUR PREFERRED TASTE

2. CHOOSE THE FLUIDITY THAT WORKS FOR YOU

FLAVOUR INTENSITY

TASTE	COCOA SOLIDS	MILK SOLIDS	VERY THICK	THICK	MEDIUM	THIN	VERY THIN
blood orange elderberry tangy buttermilk RB2	32.8%	20.6%	-	-	☾☾☾ RB2	-	-
dried strawberries cranberries yoghurt hints RB1	47.3%	26.3%	-	-	☾☾☾ RB1	-	-

☾ Fruity ☾☾☾☾☾ Intense fruity

CARAMEL CHOCOLATE

TASTE	COCOA SOLIDS	MILK SOLIDS	VERY THICK	THICK	MEDIUM	THIN	VERY THIN
intense toffee salted butter GOLD	30.4%	28.3%	-	-	☾☾☾ GOLD	-	-

☾		BAKING
☾☾		MIXING & FLAVOURING
☾☾☾		ALLROUND APPLICATIONS
☾☾☾☾		FINE MOULDING & ENROBING
☾☾☾☾☾		SPRAYING & PANNING



BORN UNSTOPPABLE

Born in Belgium in 1911, our most iconic Finest Belgian Chocolates have become unmissable allies of chefs around the world. For their original taste. For the end results chefs achieve with them every day. And for taking sustainability at heart.

Like every icon, they evolved over time. We made every recipe better, to take any kitchen challenge head-on. And new recipes such as ruby and gold have been added to the range. For you: to keep surprising your customers.



DARK CHOCOLATE

811

SWEET&SOUR COCOA | MALTY HINTS | WILD DARK BERRIES



BORN COMPLETE

An easy-to-use dark chocolate. Great to eat both pure, in bars and tablets, and in preparations.

PAIRS WELL WITH

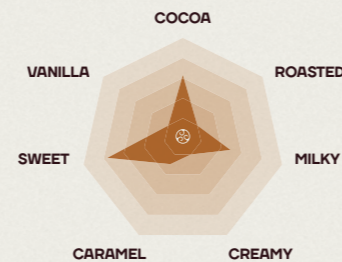
- a wide range of flavours



MILK CHOCOLATE

823

RICH COCOA | AMBER CARAMEL | CREAMY | VANILLA



BORN EVERYONE'S FRIEND

Your daily indulgence for pastry and confectionery applications.

PAIRS BEST WITH

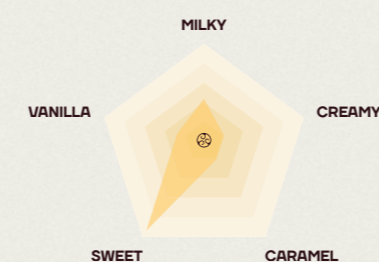
- nuts
- acidic ingredients (e.g. green apple)
- bitter ingredients (e.g. coffee)



WHITE CHOCOLATE

W2

MILD MILKY | LIGHT CARAMEL | SWEET | VANILLA



BORN TO FULFILL

A soft experience, generous on milk.

PAIRS BEST WITH

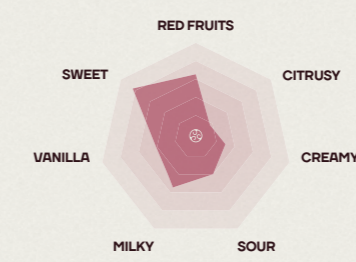
- less sweet ingredients
- fruity ingredients
- acidic ingredients
- coffees
- teas
- fresh herbs & spices



RUBY CHOCOLATE

RB1

DRIED STRAWBERRIES | CRANBERRIES | YOGHURTY HINTS



BORN NATURALLY FRUITY

Great to eat as such in confectionery products – or to flavour mousses, crèmeux, pastry creams, ganaches, etc.

PAIRS BEST WITH

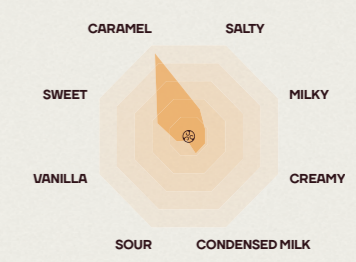
- nuts
- red fruits
- citrus
- earthy flavours (e.g. beetroot)



CARAMEL CHOCOLATE

GOLD

INTENSE TOFFEE | SALTED BUTTER



BORN FOR JOY

Best use pure in confectionery applications. When flavouring creams, mousses, etc.: use in sufficient amounts in the recipe.

PAIRS BEST WITH

- red, yellow and green fruits
- nuts
- coffees
- teas

THE SUPPORT TO MAKE YOUR ORIGINALS

Count on our global network of Callebaut chefs and the Chocolate Academy™ to find the right technical support, training and guidance.

WHAT CAN WE HELP YOU WITH?

- ✓ Inspiration
- ✓ Learning
- ✓ Trouble shooting
- ✓ Your perfect ingredients
- ✓ Technical on-site support

Find it all at
www.chocolate-academy.com



CHOCOLATE ACADEMY

