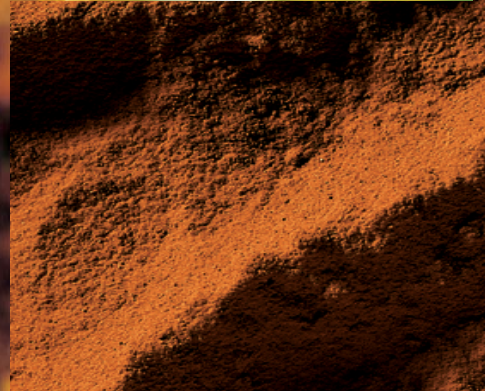




Origin chocolate





1. 'Origin' on the consumer market
2. Single origin chocolate
3. Barry Callebaut's origin chocolates



Chapter 1

'Origin' on the consumer market

Origin ingredients used in various categories



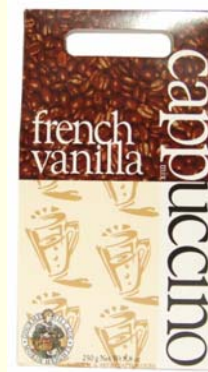
▶ **Vanilla**

- ▶ French vanilla, Bourbon vanilla...

▶ **Origin of fruit**

- ▶ Coca Cola Company is using oranges from Brazil, instead of blend of oranges from Florida, California, Brazil and Costa Rica

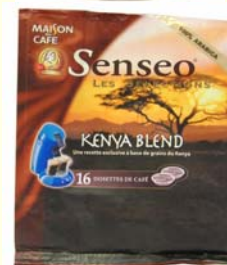
▶ **Dairy** products with milk from a particular region



Origin coffee, not a niche anymore



- ▶ Origin coffee has grown from a niche product to a well-established product category
- ▶ Coffee can be categorised by 2 origins
 - ▶ **Botanical**
 - Arabica: used by most gourmet roasters - high altitudes - less caffeine - prized for the superior fragrance and flavor characteristics
 - Robusta: low grade coffee used by most large commercial roasters - less expensive
 - ▶ **Geographical**
 - Blend: coffee comprised of a mixture of two or more varieties, or straight coffees
 - Varietal or single origin: coffee from a single country, region or crop
 - Estate coffee: coffee produced by a single plantation





Chapter 2

Single origin chocolate



Geographical origin of cocoa

- ▶ Blends
 - ▶ Most traditional chocolates are blends, as they are made from “blended cocoa mass.” Blending cocoa mass from different origins also makes it possible to guarantee a constant flavor for a particular type of chocolate.

- ▶ Edelblends
 - ▶ Popular denomination in Germany
 - ▶ Mix of 60% standard blend with 40% of single origin chocolate made from defined countries (Costa Rica, Dominica, Ecuador, Grenada, Indonesia, Jamaica, Madagascar, Panama, Papua New Guinea, St. Lucia, St. Vincent and the Grenadines, Samoa, São Tomé and Príncipe, Sri Lanka, Suriname, Trinidad and Tobago, Venezuela)

- ▶ Single origin chocolate
 - ▶ Chocolate prepared from cocoa mass with only one variety of cocoa from one single country, or even from a limited area within that country.
 - ▶ This guarantee of origin refers only to the cocoa mass, not to any cocoa butter that may be added.



The origin of cocoa influencing the taste of single origin chocolate

- ▶ Flavour of cocoa is influenced by :
 - Variety & age of the cocoa tree
 - Soil composition & quality
 - Altitude
 - Climate
 - Cultivation and processing methods : how the beans are stored, dried and fermented

- ▶ Different region, different taste of chocolate:
 - Africa
 - gold standard of cocoa, balanced medley of strong chocolate with sour & fruity flavours
 - Asia
 - Java: milk cheesy acidic flavour accompanied by a reddish/ brown colour
 - Latin-America
 - Brazil: cocoa flavour accented with a sharp acid taste
 - Ecuador: distinctively fruity, with a floral bouquet
 - Venezuela: lightly coloured cocoa with a chocolate and slightly bitter /fruity flavour
 - Dominican Republic : low chocolate flavour with bitter and astringent accents

Origin chocolate as an answer to consumer needs



- ▶ Success of origin chocolate explained by different factors
 - ▶ Consumers searching for ...
 - Sophistication
 - Variety
 - New sensations
 - Uniqueness
 - Authenticity
 - ▶ Trend towards premium chocolate & high quality
 - ▶ Increasing consumption of dark chocolate with high cocoa %
 - wave of positive health connotations of higher cocoa-contents (less sugar, less fat)
- ▶ Origin chocolate fits in the food trends WELLBEING & EXPERIENCE



Origin is about quality & taste

▶ Target group

- female, 40-59 years of age
- higher income, better educated, more sophisticated

25% of chocolate consumers bought origin chocolate in past 12 months

Top-10 Reasons why people buy Origins	
	%
Is of an especially high quality	37.4
Simply wanted to try something new	34.5
Has a very high cocoa content	30.4
It is something special	29.6
Bought it as a present	27.8
Simply tastes better than other chocolate	27.6
Has a more intense chocolate taste than any other chocolate	25.1
Is especially aromatic chocolate	24.3
Origin chocolate tastes better	20.2
Wanted to treat myself	20.1

} distinctive quality

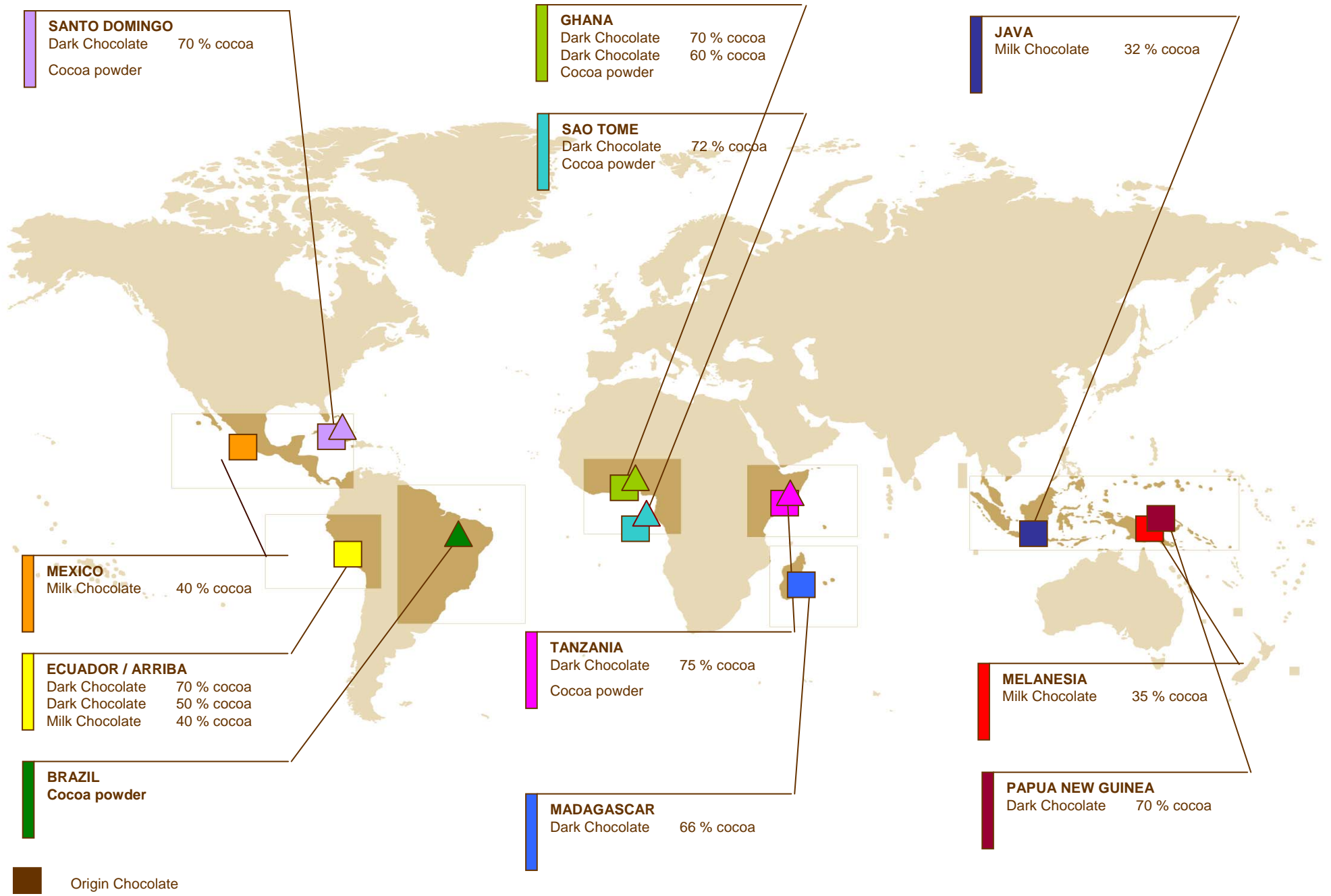
} distinctive taste

Bottom-3 Reasons why people buy Origins	
	%
Can recognize where the beans come from	3.4
Cocoa beans come from specific regions and plantations	4.9
Taste reminds me of beautiful countries	6.1



Chapter 3

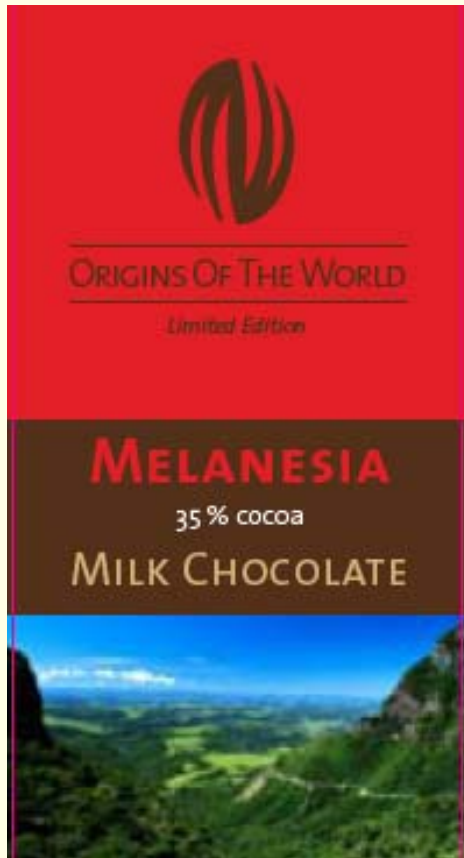
Barry Callebaut's origin chocolates



Origin Chocolate

Origin Cocoa powder

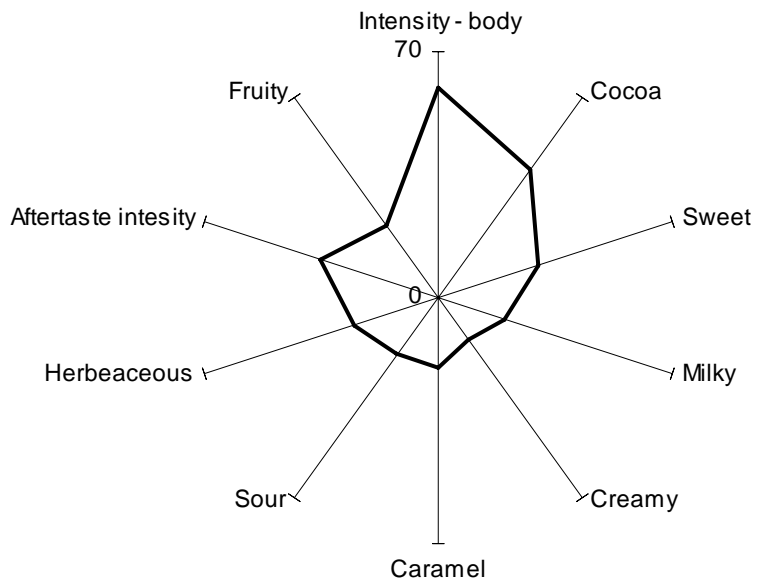
Melanesia / Asia



Melanesia / Asia



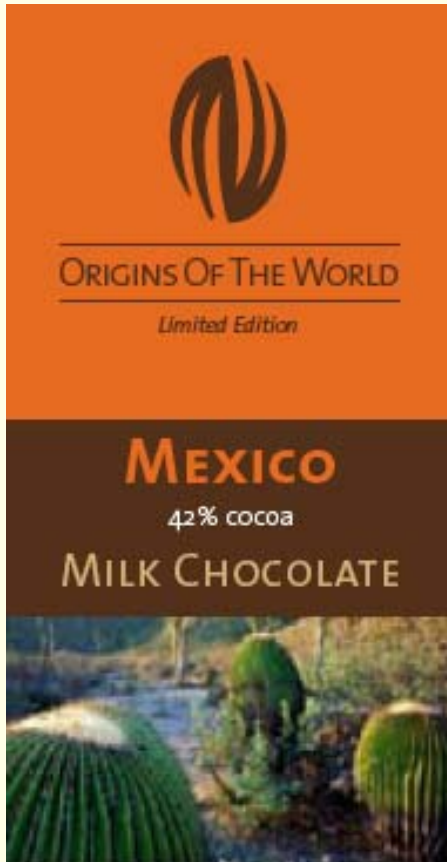
CHM-Q3720



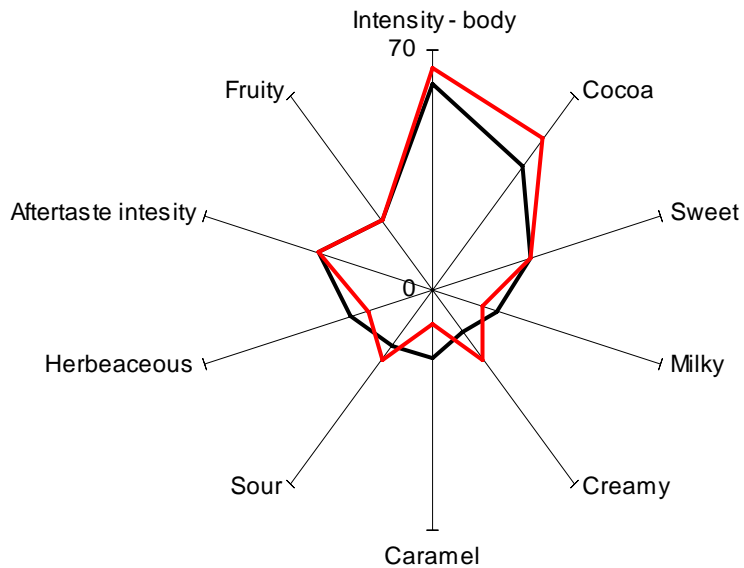
— CHM-Q3720

	CHM-Q3720
Intensity - body	60
Cocoa	45
Sweet	30
Milky	20
Creamy	15
Caramel	20
Sour	20
Herbeaceous	25
Aftertaste intensity	35
Fruity	25
Mouth Feeling	honey, paprika

Mexico / Central America



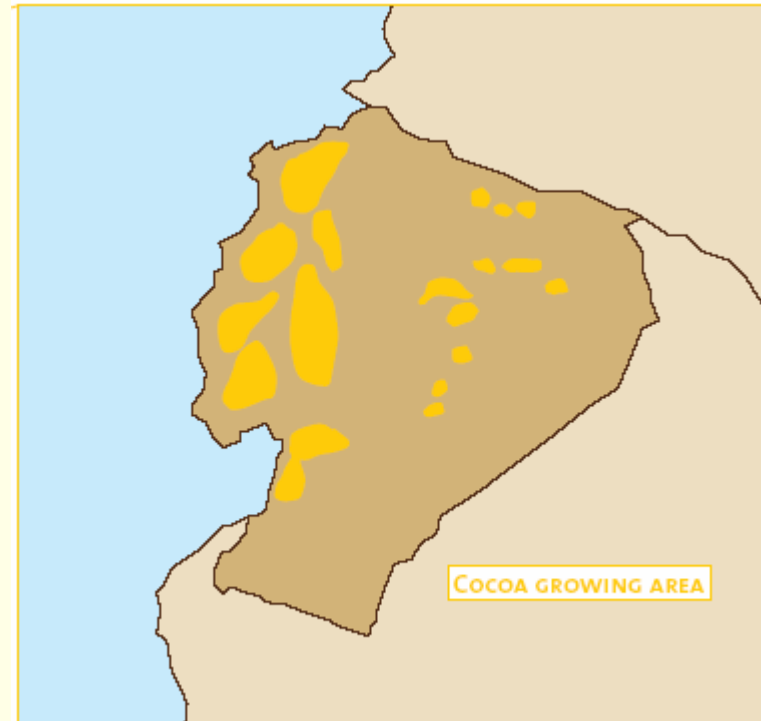
Mexico / Central America



— CHM-Q3720 — CHM-Q42MEX

	CHM-Q3720	CHM-Q42MEX
Intensity - body	60	65
Cocoa	45	55
Sweet	30	30
Milky	20	15
Creamy	15	25
Caramel	20	10
Sour	20	25
Herbeaceous	25	20
Aftertaste intensity	35	35
Fruity	25	25
Mouth Feeling	honey, paprika	whisky, toffee

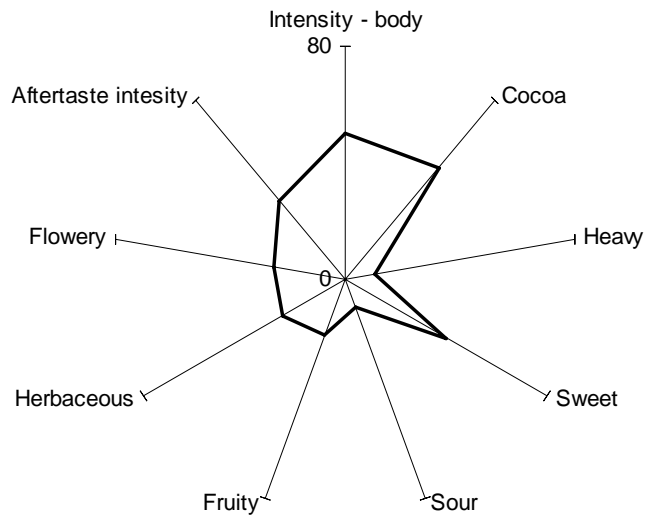
Arriba / South America



Arriba / South America



CHD-R805AR



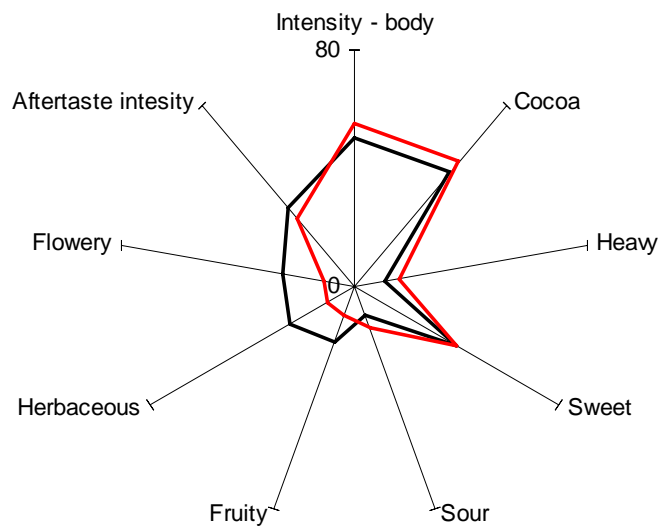
— CHD-R805AR

	CHD-R805AR
Intensity - body	50
Cocoa	50
Heavy	10
Sweet	40
Sour	10
Fruity	20
Herbaceous	25
Flowery	25
Aftertaste intensity	35

Ghana / Central Africa



Ghana / Central Africa



— CHD-R805AR — CHD-U60GHA

	CHD-R805AR	CHD-U60GHA
Intensity - body	50	55
Cocoa	50	55
Heavy	10	15
Sweet	40	40
Sour	10	15
Fruity	20	10
Herbaceous	25	10
Flowery	25	10
Aftertaste intensity	35	30

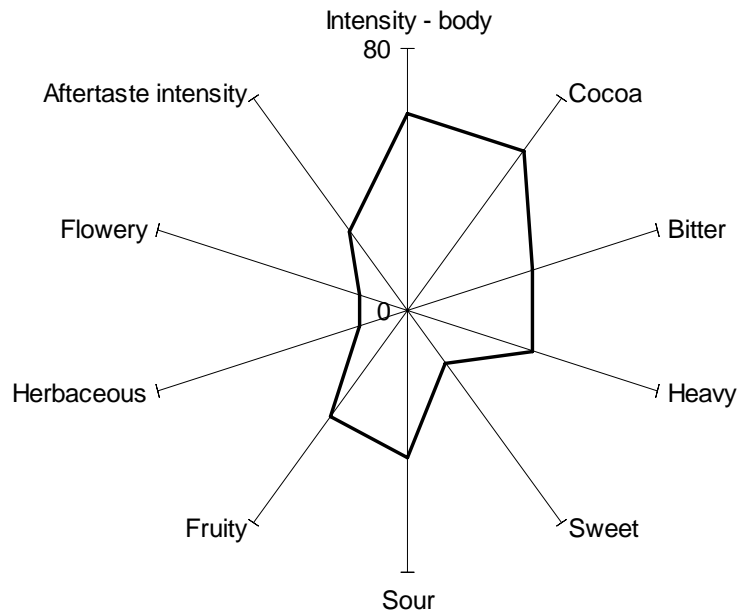
Madagascar / Eastern Africa



Madagascar / Eastern Africa



CHD-U66MAD



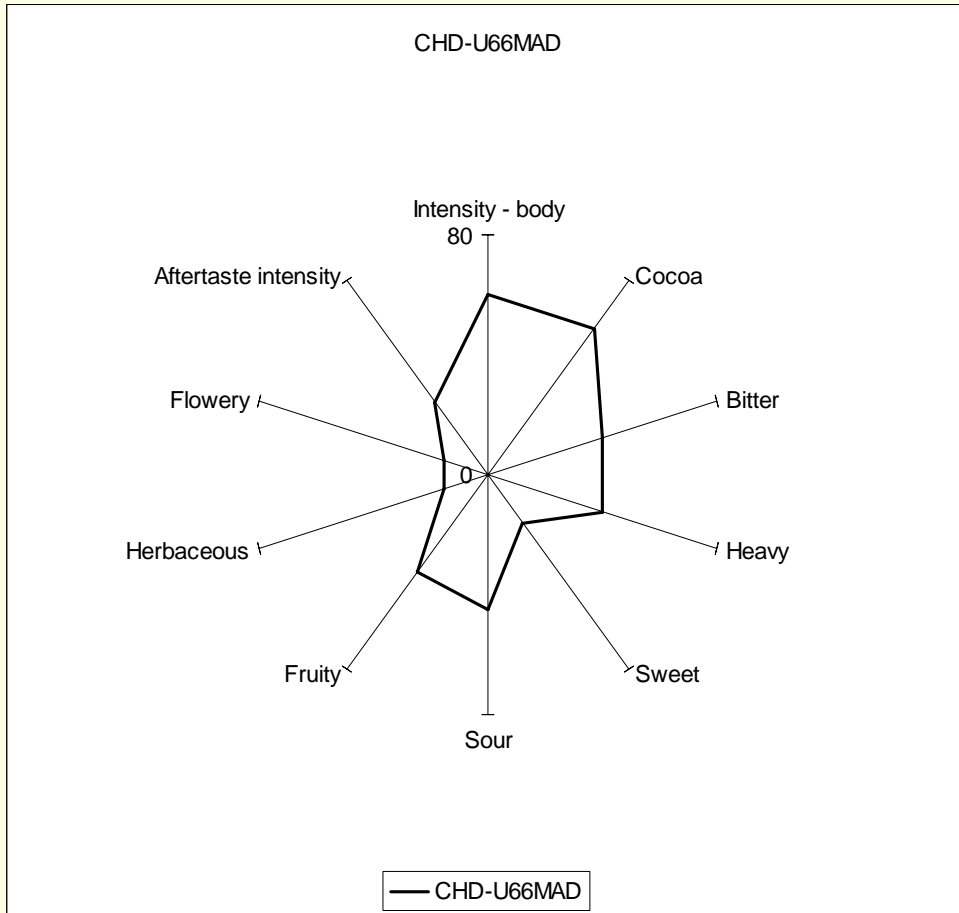
— CHD-U66MAD

	CHD-U66MAD
Intensity - body	60
Cocoa	60
Bitter	40
Heavy	40
Sweet	20
Sour	45
Fruity	40
Herbaceous	15
Flowery	15
Aftertaste intensity	30

Tanzania / Eastern Africa



Tanzania / Eastern Africa



	CHD-U66MAD	CHD-Q750TAZ
Intensity - body	60	
Cocoa	60	
Bitter	40	
Heavy	40	
Sweet	20	
Sour	45	
Fruity	40	
Herbaceous	15	
Flowery	15	
Aftertaste intensity	30	

Name participant :

Country :

Which chocolate do you prefer ?



 ORIGINS OF THE WORLD <i>Limited Edition</i>	 ORIGINS OF THE WORLD <i>Limited Edition</i>	 ORIGINS OF THE WORLD <i>Limited Edition</i>	 ORIGINS OF THE WORLD <i>Limited Edition</i>	 ORIGINS OF THE WORLD <i>Limited Edition</i>	 ORIGINS OF THE WORLD <i>Limited Edition</i>
MELANESIA 35 % cocoa MILK CHOCOLATE	MEXICO 42% cocoa MILK CHOCOLATE	ARRIBA 50 % cocoa DARK CHOCOLATE	MADAGASCAR 66 % cocoa DARK CHOCOLATE	GHANA 60 % cocoa DARK CHOCOLATE	TANZANIA 75 % cocoa DARK CHOCOLATE
					

1

2

3

4

5

6

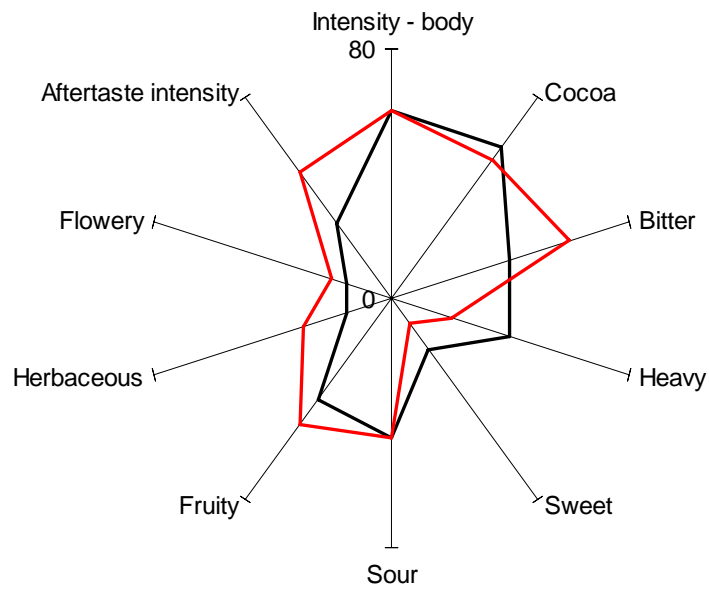
My preference : nr

Tanzania / Eastern Africa



AND THE **WINNERS** ARE ...

Tanzania / Eastern Africa



— CHD-U66MAD — CHD-Q750TAZ

	CHD-U66MAD	CHD-Q750TAZ
Intensity - body	60	60
Cocoa	60	55
Bitter	40	60
Heavy	40	20
Sweet	20	10
Sour	45	45
Fruity	40	50
Herbaceous	15	30
Flowery	15	20
Aftertaste intensity	30	50