



CALLEBAUT®

BELGIUM 1911

Gelato Seminar





Program Nov 4, 2019

- Ruby Chocolate
 - Difference between Cacao Powder & Chocolate
 - Difference Between FettGlasur & Chocolate
 - Food Pairing Chocolates Chocolizer
 - Do you communicate on Single origin Chocolates?
 - Forever Chocolate
-



**FEEL
THE
SPARK**



HOW TO CREATE WITH RUBY RB1

AND PRESERVE ITS NATURAL
TASTE & COLOUR





A DISCOVERY

WHICH TOOK OVER A DECADE TO PERFECT



A GIFT FROM NATURE

13 years ago, we discovered **unique precursors, naturally present** in cocoa beans. We would soon uncover that they yield an exceptional taste and colour tones.

To unravel the secrets of the ruby cocoa bean and its unique components, we collaborated with the **Jacobs University in Germany**.

Identifying and perfecting the chocolate-making process took years of research. Now, more than a decade later, ruby RB1 has arrived.

RUBY RB1

GETTING STARTED
WITH RUBY RB1

CREATING WITH RUBY RB1

RUBY RB1 ESSENTIAL RECIPES

SELLING YOUR RUBY RB1
CREATIONS



“ With ruby RB1, you have to unlearn what you would traditionally do with dark, milk or white chocolate. This chocolate opens up to new pairings and new ideas. ”

Marijn Coertjens – Pâtissier-Chocolatier – Ghent (Belgium)

RUBY RB1

GETTING STARTED
WITH RUBY RB1

CREATING WITH RUBY RB1

RUBY RB1 ESSENTIAL RECIPES

SELLING YOUR RUBY RB1
CREATIONS

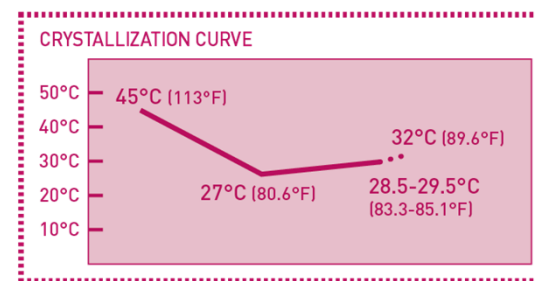
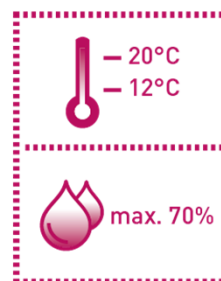


2 HOW TO ORGANISE YOUR WORKING ENVIRONMENT

Too hot or humid working conditions may cause ruby RB1 to change taste and colour.

- Process ruby RB1 in a **clean, dry** (relative humidity of max. 70%) and **odourless** environment.
- Using ruby RB1 in the wheel and tempering machine for a few days does not affect its taste or colour. Ensure continuous movement (stirring) to avoid separation
- When **keeping ruby RB1 in liquid condition**: it is mandatory to maintain processing temperature between **40-50°C**.

PROCESSING



RUBY RB1

GETTING STARTED
WITH RUBY RB1

CREATING WITH RUBY RB1

RUBY RB1 ESSENTIAL RECIPES

SELLING YOUR RUBY RB1
CREATIONS



3 WHICH INGREDIENTS TO PAIR WITH RUBY RB1?

Ruby RB1 opens up exciting new flavour pairings, from sweet to salty and sour. Some pairing ideas by chefs yield amazing results: let this pairing table inspire you.

SPICES

Wasabi - Pink Pepper - Ginger
Vanilla - Szechuan - Black
Sesame - Cinnamon
Curcumin - Curry

WINES

Rosé Champagne
Rosé Cava - Red Syrah
Sauternes - Red Rioja

COFFEE & TEA

Green Tea - Arabica
Ethiopia - Black Tea

NUTS & SEEDS

Almond - Cashew
Peanut - Hazelnut
Macadamia - Popcorn

CHOCOLATES

Madagascar - Gold

SYRUPS

Caramel - Honey
Cuberdon - Sirop De Liège
Maple Syrup

FISH

Codfish - Sea Urchin
Clam (Ensis)
Oyster - Crab
Scallops



FRUITS & VEGETABLES

Lemon - Lime - Calamondin
Mango - Yuzu - Carrot
Cauliflower / Tomato

SPIRITS

Saké - Gin - Cognac
Whisky - Rum

HERBS

Mint - Saffron - Violet
Basil - Rosemary

CHEESES

Roquefort - Mascarpone
Stilton - Gorgonzola
Camembert

OILS & VINEGARS

Sesame Oil - Balsamic
Soy Sauce

BEERS

Kriek - Geuze
Rodenbach

AND MANY MORE...

RUBY RB1

GETTING STARTED
WITH RUBY RB1

CREATING WITH RUBY RB1

RUBY RB1 ESSENTIAL RECIPES

SELLING YOUR RUBY RB1
CREATIONS



3 MIXING RUBY RB1 WITH WATER-BASED INGREDIENTS

(To create ganaches, mousses, sauces, etc.)

In numerous pastry and dessert applications – such as chocolate creams, crèmeux, glazes, etc. – chocolate is mixed with liquids to obtain a perfect taste and texture.

Watch out:

When mixing ruby RB1 with liquid ingredients such as cream or milk, you may experience its natural colour to fade or turn grey. This is normal: diluting ruby RB1 changes the pH and causes the colour change. Restoring the pH however can help you tune the colour precisely to the typical ruby colour or even creatively play with it.

HOW TO REMEDY?

► • Add acidity from fruits
(e.g. fruit purees, lime juice, etc.) to
restore the original pH

AND/OR

► • Add colour with natural ingredients
from dried flower petals (rose, hibiscus)
or dried beetroot, raspberries ...

PAIRING INGREDIENTS = THE SOLUTION

For the most appealing RUBY
colour, we advise achieving a pH
value between 3.3 and 3.8

On top: you create interesting
pairings, bringing out great flavour
experiences.



RUBY RB1

GETTING STARTED
WITH RUBY RB1

CREATING WITH RUBY RB1

RUBY RB1 ESSENTIAL RECIPES

SELLING YOUR RUBY RB1
CREATIONS



HOW TO TALK ABOUT RUBY RB1 IN YOUR SHOP OR RESTAURANT

- Callebaut ruby RB1 is the 4th category in chocolate after dark, milk and white.
- It's a unique, bespoke recipe developed for artisans and chefs and different from any existing ruby expressions.
- Both the taste & colour are naturally present in the ruby cocoa bean. No colourants or flavourings added.
- It's a result of meticulous selection and expert crafting of ruby cocoa beans.

FREQUENTLY ASKED:

"Can I use the name ruby for my creations or on-pack?"

Yes you can. We recommend to use ruby as a generic and descriptive name – not as a logo or as an ownable trademark. Also mentions like 'made with ruby chocolate' or (especially for pure applications) 'made from ruby cocoa beans' are possible.

"How do I best describe the taste of ruby on a menu card?"

Ruby chocolate brings intense fruitiness with fresh, sour notes.

"Can you provide me with a logo or stamp to put on my packaging?"

Sure - all our customers can use the logo depicted here, but you are also free to design a similar visual/logo yourself.

To strengthen your communication
we recommend to always
refer to the ruby cocoa beans



RUBY RB1

GETTING STARTED
WITH RUBY RB1

CREATING WITH RUBY RB1

RUBY RB1 ESSENTIAL RECIPES

SELLING YOUR RUBY RB1
CREATIONS



Update 14/08/2018

DECLARATION/ LEGAL DENOMINATION

- Legal denomination (on-pack) for ruby chocolate may differ from country to country depending on local current legislation. Note that some countries allow declaration both as chocolate/milk chocolate



COUVERTURE CHOCOLATE

Afghanistan
Bahrein
Cambodia
Codex
Egypt
EU
Hong Kong
Kuwait
Laos
Lebanon
Macau
Morocco
Myanmar
Nicaragua

Oman
Pakistan
Peru
Philippines
Qatar
Saudi Arabia
South Africa
Switzerland
Turkey
Ukraine
United Arab Emirates
Vietnam
Yemen

CHOCOLATE

Australia
China "chocolate (other)"
Brazil
Brunei
Japan "chocolate (milk)"
New Zealand
Chile
Singapore

MILK CHOCOLATE

Australia
Brazil
Brunei
Chile
Singapore
New Zealand

- For other countries no legal denomination for ruby chocolate is in place yet. Do you wish to sell or export to these markets, please contact us for further info.



CREMINO CROCCANTE RUBY





PRALINA RUBY LAMPONE





**Cacao or Chocolate?
What's the difference?**

Grinding Beans = Cocoa Liquor



Grinding is a key step to determine the final fineness of the cocoa powder:

- Grinding in the Blade mill : The nibs are pressed through a fine sieve to get a first coarse cocoa liquor
- Refining in the Ball mill : the coarse liquor is refined by friction



Final fineness:

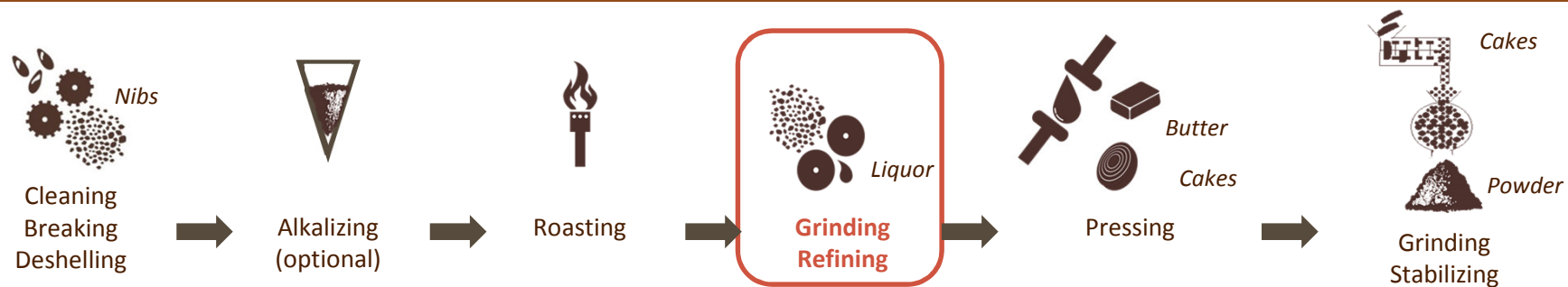
- 99,5% < 75µm : **Barry Callebaut®** Cocoa Powder
- 99,8 +/- 0,2% < 75 µm : **Bensdorp®** Cocoa Powder

Parameters:

- Sieve diameter
- Temperature
- Rotation speed
- Output of the line

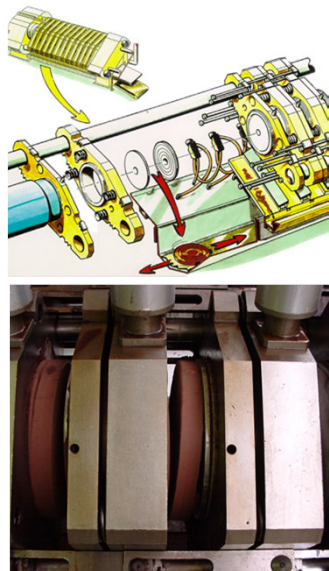
Parameters:

- Time
- Temperature
- Rotation speed
- Output of the line



Pressing Cocoa liquor

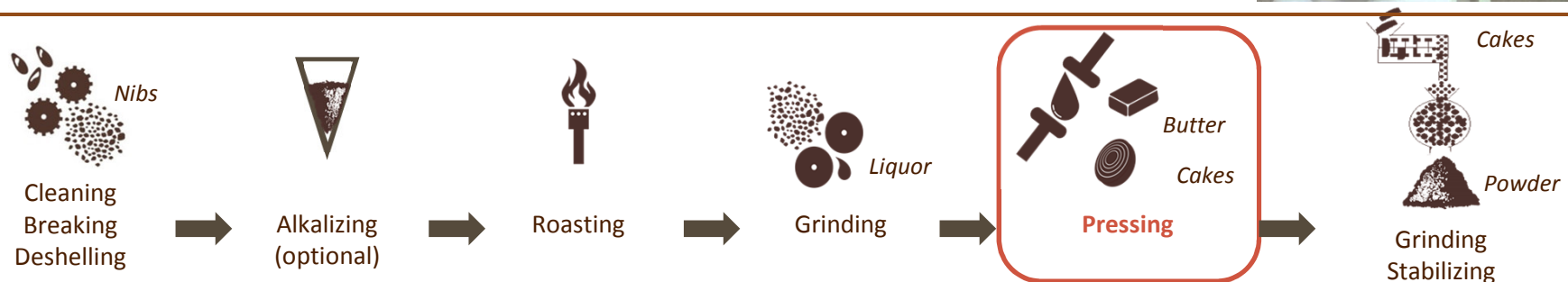
The cocoa liquor is either used as is or pressed into butter and cakes. Pressing **time** and **pressure** define the fat content in the final cocoa powder



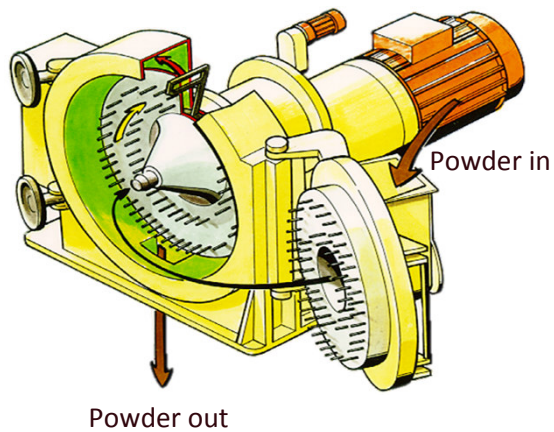
Fat is extracted from liquor by **hydraulic pressing**

- Cocoa Butter in liquid form
- Press defatted Cocoa Cakes (still containing residual fat)

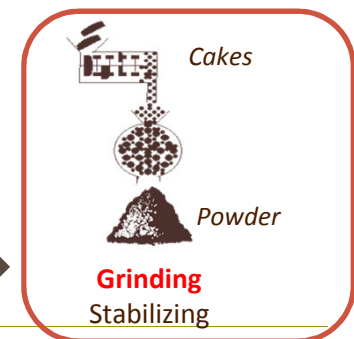
| Fat content (%) | Time in press | Pressure |
|-----------------|---------------|-------------|
| 10/12 | 15 min | 500 bar |
| 22/24 | 7 min | 300-350 bar |



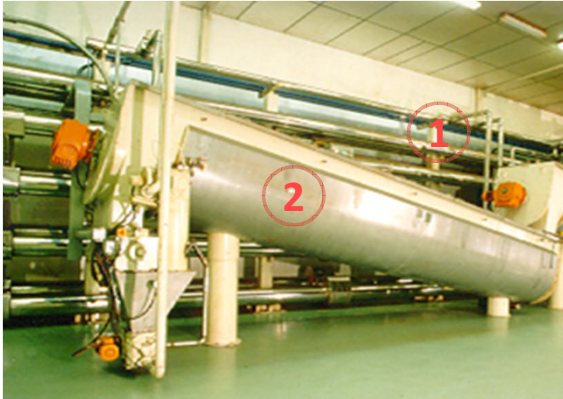
Cake grinding



- To get to the final cocoa powder, **cake grinding is necessary**
- Cocoa cakes are broken into small pieces for grinding
- Pieces are then ground into small particles, the cocoa powder



Cooling and stabilization



At the output of the mill, the cocoa powder is hot and needs to be cooled down to prevent **fat blooming** and **powder lumping**

► **Cooling and stabilization process:**

1. Cooling pipes: equivalent to a tempering machine

- First lowering of temperature from 65°C down to 20°C

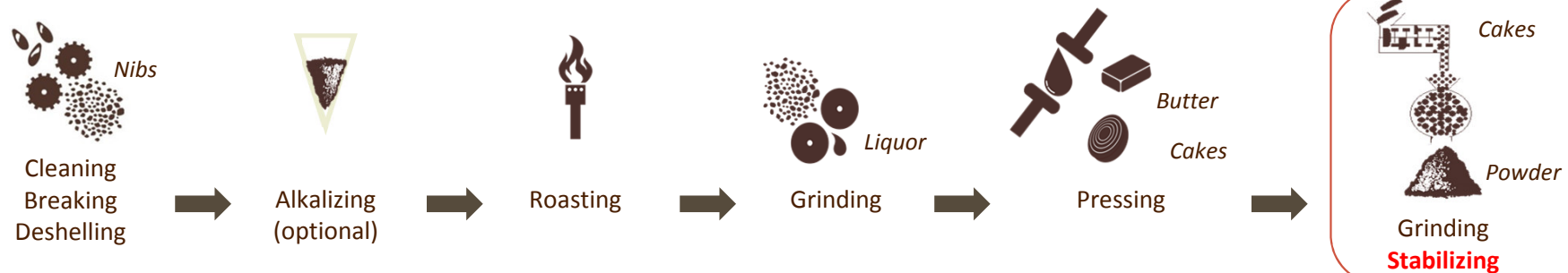
1. Stabilization screws: equivalent to a cooling tunnel

- Increase of temperature due to **exothermic fat crystallization reaction**
- At the end of the tunnel, powder is at 17°C ready to be packed

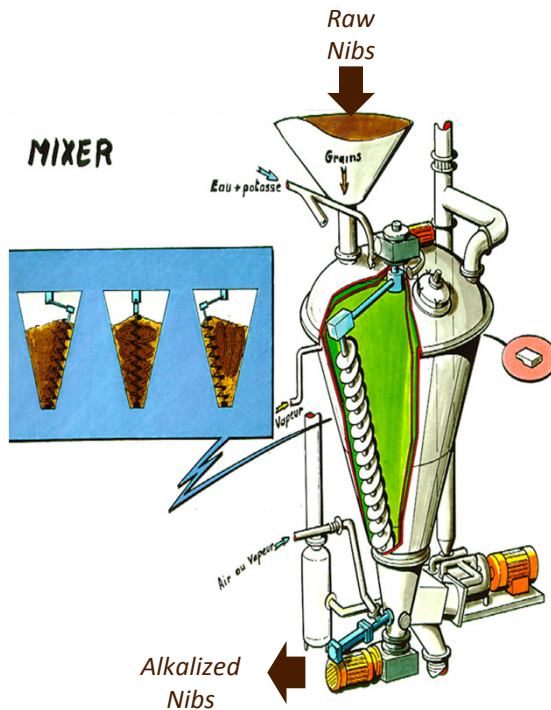


The powder is then ready to be packed

- Packing also includes : **Additional sieving & Magnetic detection**



Alkalization



The nibs are mixed with an alkali agent solution.

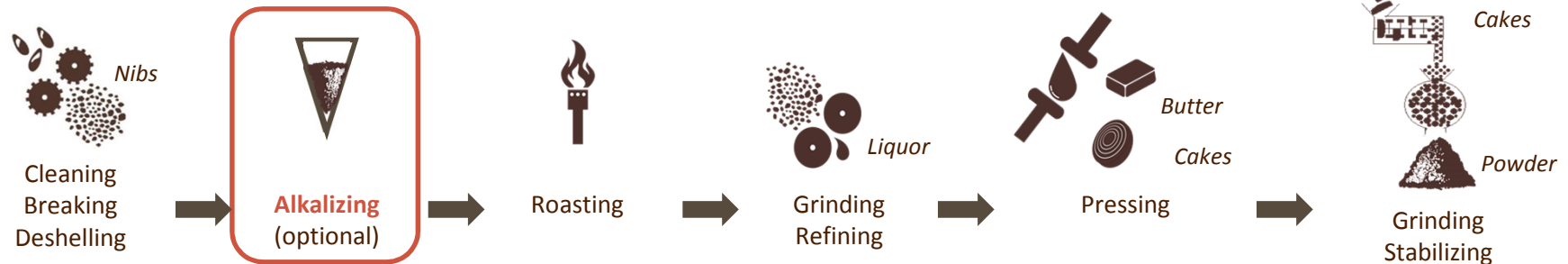
Alkalization further develops :

- ▶ **TASTE** to less bitter, more chocolaty flavours
- ▶ **COLOUR** to darker, richer tones of red and brown
- ▶ **FUNCTIONALITY**: dispersibility and wettability
- ▶ Increase pH

Natural powders are not alkalized

Parameters:

- Alkalized agents
- Water %
- Temperature
- Time
- Pressure
- Vacuum
- Stirring





Van Houten Cocoa Powders

Van Houten & Zoon

**Cocoa
Mass**

**Fat
<1%**

**Fat
10/12%**

**Fat
20/24%**



GELATERIA & ICE CREAM PARLOURS



ARTISANAL
GEL & ICP



INDUSTRIAL
GEL & ICP



FINE PASTRY AND
CONFECTIONARY

Natural



**Alkaline
pH 7.1-7.8**



**Alkaline
pH 8.1**





How to Make Chocolate

- Il Cioccolato si produce con 1 kg di Massa di Cacao e 500 gr di Zucchero.
- La massa ha 560 Grammi di Grasso
- Il cioccolato adesso ha 30% Grasso, 30% Zucchero e 40% Fibbra.
- Si mette tutto in un trita carne (cocolea)
- There is a lot of acidity in the beans. The longer you councn the less acidity you have in the Chocolate.
- Da 2,5 mm passano a 20 Micron.
- La lingua sente sopra i 20-30 Micron.
- Avvengon oreazioni chimiche. I prodotti volatili vengono via e quindi c'è un odore forte nel Conching





Produzione del Cioccolato al Latte

- Non si può mettere il Latte Liquido per i tempi di concage
- A quel punto si può usare il Latte in Polvere
- Massa di Cacao, Latte in Polvere, Burro di Cacao e Zucchero
- 35% Grasso, 25% Latte in Polvere, 33% Zucchero, 7% Fibra
- 1 Kg Di Massa + 0,7 LMP + 0,5 Kg Zucchero
- A questo punto si può fare il Cioccolato Bianco
- Zucchero, Burro di Cacao, Latte in Polvere





How can I pair my Chocolates?

Pairings & Profiles

Adapt to your
customers
feedback

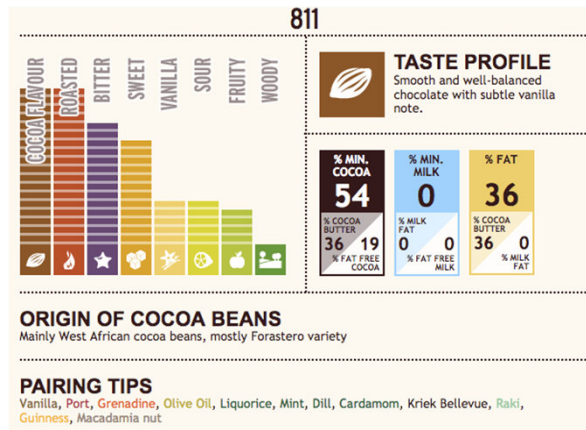


Find the right
chocolate for
your flavour

Chocolizer™
Barry Callebaut



811





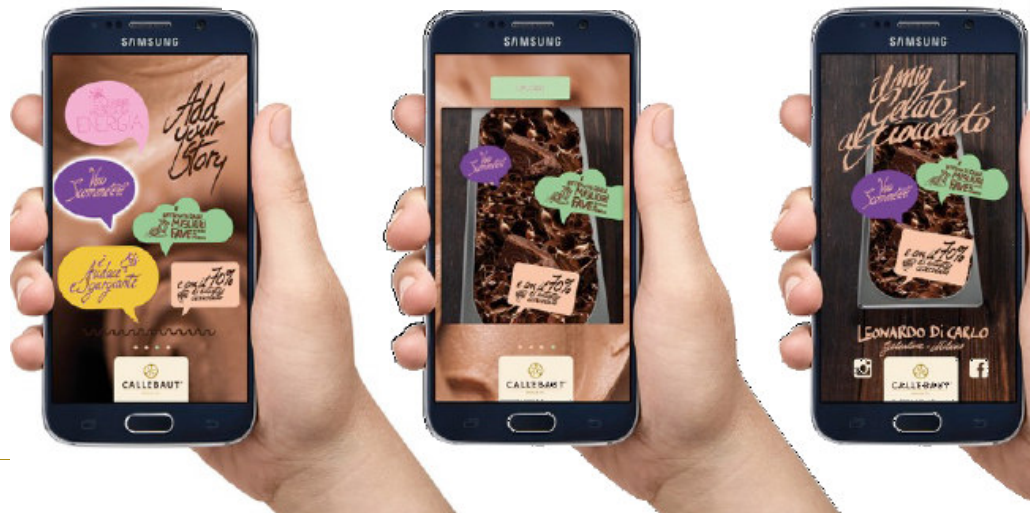
Check Recipes

Find the right
chocolate for
your flavour



Get inspired
with top
recipes

Il Mio Gelato
Well Communications









What's the difference between
Fettglasur & Chocolate



Difference between Chocolate & Fettglasur

Cocoa Liquor

Sugar

Milk



Cocoa Powder 12%

Oil (Palm)

Sugar



Bain Marie Stracciatella Solutions

Ice-Chocolate Real Chocolate

(for Purists)



This is the only solution for a Gold or Ruby Stracciatella

Pinguino Compounds

Convenientists

Realists



13% Cocoa
Powder

+

Oil

73%
Couverture

+

Oil



Are you communicating on Single Origins



«The Great Chocolates of the World»





N°811



POWER
80%



BRA
ZIL
66.8%



SÃO
TOMÉ



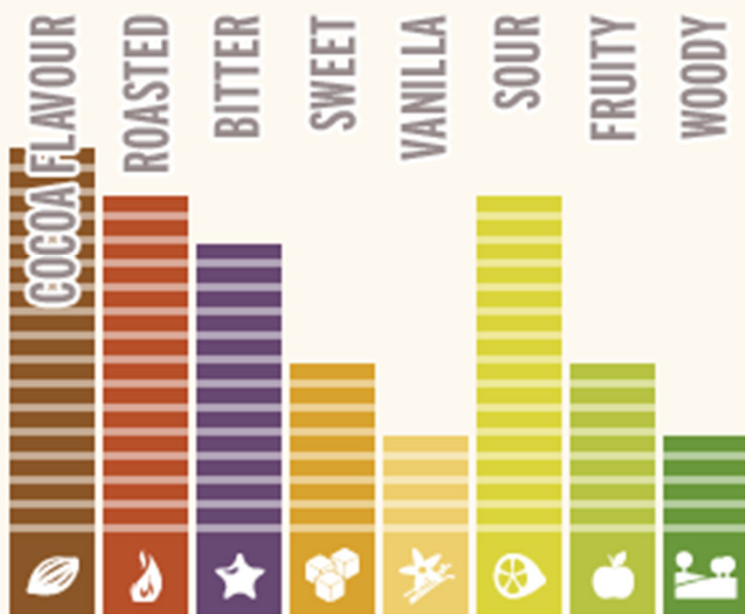
BIANCA



CHOCO
GRATATO

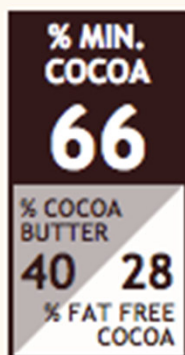


BRAZIL



TASTE PROFILE

Very intense bitter and sour cocoa flavour. Fruity notes of unripe banana and smoky hints.



ORIGIN OF COCOA BEANS

Made from Trinitario and Amazonian Forastero cocoa.

PAIRING TIPS

Speculoos, Orange, Honey, Almonds, Peanut Oil, Candied Orange, Peanut, Cashew nut



Tasting Chocolate

«*THE RITUAL*»



MILK



DARK





WHITE



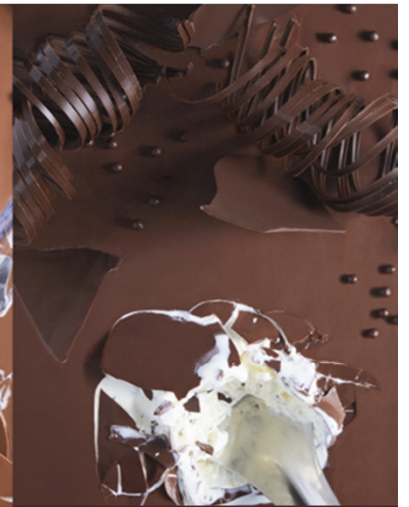
GOLD



RUBY



MILK



DARK



The Chocolate Gelato Display Cabinet



Textures & Deco Always!

Variegate



Decorate





See you in January

Gelato

Pastry

Chocolate

Bakery

Coffee

Sigep

ufi
Approved
Event

18|22 .01. 2020

Fiera di **RIMINI**

ORGANIZZATA DA

ITALIAN EXHIBITION GROUP
Providing the future

