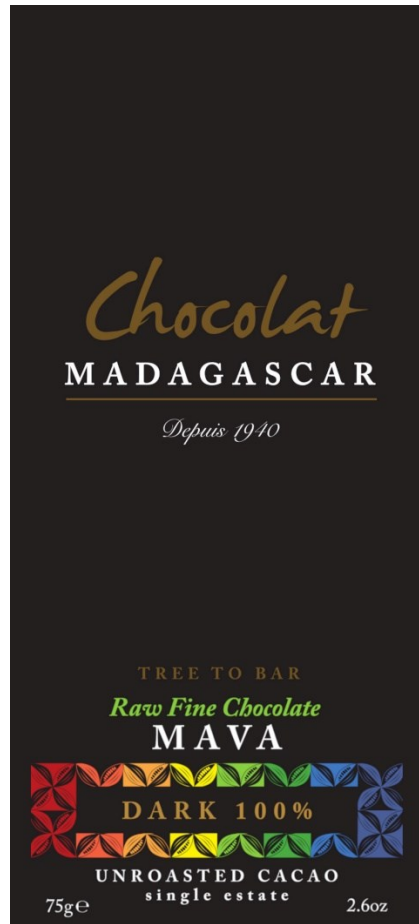


Chocolat Madagascar Launches Raw Fine Flavour Single Estate
Dark 100% from Unroasted Cacao, *bringing a fresh new flavour dimension
and much more antioxidants (flavanols) safely.*



Antananarivo, Madagascar – 12 April 2023 – Chocolat Madagascar , a world class tree to bar fine chocolate and cacao grower, is excited to announce the launch of our latest innovation – Raw Mava Estate Fine Dark 100% unroasted cacao . This 75g product brings fresh new flavours and more flavanols (antioxidants). Flavanols can help to protect the body from damage caused by harmful molecules called free radicals. Free radicals can cause oxidative stress, which is linked to many chronic diseases, including cancer, heart disease, and Alzheimer's disease.

In addition to their antioxidant properties, flavanols have been shown to have a number of other potential health benefits, including improving blood flow, reducing inflammation, improving insulin sensitivity, and enhancing cognitive function.

Most chocolate is made from fermented and dried cacao, which is roasted at temperatures 120 to 140°C for up to 40 minutes. This develops the chocolate aromas and flavours and also makes the chocolate food safe, by killing harmful bacteria and mycotoxins, such as Salmonella and E. coli. However, the roasting process also destroys around 40% of the antioxidants (flavanols) in the cacao. Low quality bitter tasting bulk cacao is usually chemically manipulated for its flavour and colour, a process called alkalisation. This process reduces the flavanols by a further 50%, leaving the chocolate depleted of antioxidants.

Raw Mava Estate Fine Dark 100% is crafted from unroasted cacao safely. A result of innovative process research and investment by our expert Malagasy team, where the fermented cacao flavanols and minerals are preserved and harmful bacteria is removed without roasting and use of chemicals. Cacao is a fermented and dried seed of the Theobroma cacao tree. The cultivar, care and terroir determine the flavour profile, Mava estate is the Malagasy agroforestry plantation in the Sambirano valley, north west Madagascar. Bringing fresh and bright citrus aroma & flavours, high flavanols, high fibre and no added sugar, a fine flavour functional food.

“We want to offer the fine chocolate connoisseur a fresh new flavour dimension with more flavanols” said Neil Kelsall, Director at Chocolat Madagascar.

The Raw Mava estate 100% cacao is now available in Germany from www.dillicious.eu, and can also be sampled at ISM Cologne Hall 5.2 E039a 23-25th April 2023.

For German enquiries contact Oliver Dilli, info@dillicious.eu / +49 (0)163 / 241 51 48

For international enquiries about Chocolat Madagascar,
www.chocolatmadagascar.com info@chocolatmadagascar.com