



Chocolat Madagascar

Chocolat
MADAGASCAR

Depuis 1940

PRESS RELEASE

Chocolat Madagascar: New RAW (unroasted cacao) Single Origin Chocolate Couverture Drops, Preserving More Flavanols

Chocolat Madagascar is excited to announce a groundbreaking addition to its product line: the new Unroasted Cacao (RAW) Single Origin Chocolate Couverture Drops. This innovative product stands apart in the global chocolate market, chocolate winners at the Academy of Chocolate, thanks to its unique manufacturing process by the Malagasy Chocolaterie Robert team in Antananarivo.

Distinctive Cacao Grown in Madagascar

- **Origin:** The cacao seeds, including Criollo-Trinitario and Forastero varieties, are grown, fermented, and dried in the Sambirano region of north-west Madagascar. This area is known for its rich unique terroir, contributing to the cacao's fine fruity flavor.
- **Fermentation Process:** Fermentation is a critical step to develop the natural compounds that give chocolate its desirable flavor. This process raises the temperature to over 40°C, essential for flavor development.

Revolutionary “cold” Chocolate Making Technique

- **Flavanol Preservation:** Unlike typical chocolate making processes where fermented cacao is roasted at over 140°C to develop chocolaty flavors and eliminate harmful bacteria—a process that also reduces the health-benefiting flavanols/antioxidants—Chocolat Madagascar's new method does not roast the cacao, hence preserves more of these important nutrients, whilst removing harmful bacteria.
- **Natural Process:** The cacao is not subjected to any chemical treatment to eliminate bacteria or to hot roasting, which ensures a higher retention of antioxidants.
- **No Alkalisation:** The process does not involve alkalisation, which usually reduces acidity but destroys antioxidants. Instead, acidity is reduced through a lengthy conching process, enhancing the chocolate's smoothness and texture.
- **Fine Grinding:** The chocolate is finely ground to less than 20 microns, guaranteeing a smooth mouthfeel.

Variety for Every Preference

- **Vegan Raw Fine Dark 100%:** This variant has no added sugar and is high in fiber and flavanols, catering to those who prefer the pure and intense dark citrus flavors.
- **Vegan Raw 70% Cacao with 30% Sugar:** A blend that offers richness with a touch of sweetness, also high in fiber and flavanols.
- **Each variety can be blended by the Chef to own bespoke requirements.**

Packaging and Availability

- The chocolate couverture drops are available in convenient 1-3g sizes, packaged in 2kg units, perfect for culinary applications.

Ethical and Sustainable Impact

- **Economic Value in Madagascar:** Chocolat Madagascar's full production approach creates much more economic value in Madagascar through the ORIGIN +, Raisetrade initiatives, compared to the typical export of cacao to wealthy nations. This ethical and sustainable method benefits the local economy and communities through creating more diverse jobs, paying taxes and promoting the true origin.

“These Unroasted Cacao Chocolate Couverture Drops from Chocolat Madagascar offer chefs a unique opportunity to craft extraordinary desserts and chocolates. They

are not only delicious but also cater to the health-conscious consumers. This new addition to the Chocolat Madagascar family is a testament to the brand's commitment to quality, health, and sustainability." Remarks Neil Kelsall, Director.

See us at the ISM Cologne Hall 5.2 / "Dillicious" stand E036.

The RAW Couverture Drops are now available for purchase internationally info@chocolatmadagascar.com/ www.chocolatmadagascar.com . For media inquiries, please contact press@chocolatmadagascar.com / 00447834609594.

Besuchen Sie uns auf der ISM Köln Halle 5.2 / Stand „Dillicious“ E036.

Für Medienanfragen wenden Sie sich bitte Oliver Dilli unter info@dillicious.eu oder +49 (0)163 / 241 51 48.

About Chocolat Madagascar is a Madagascar origin based chocolate company dedicated to pushing the boundaries of premium chocolate craftsmanship and fine cacao growing. With a focus on traceable agroforestry and meticulous crafting techniques, we deliver an unparalleled functionally integrated fresh chocolate experience.

Über Chocolat Madagascar:

Chocolat Madagascar ist ein Schokoladenunternehmen mit Sitz in Antananarivo, Madagascar, das sich darauf spezialisiert hat, die Grenzen der Schokoladenhandwerkskunst zu erweitern. Mit einem Schwerpunkt auf der Beschaffung von Einzelherkünften und sorgfältigen Herstellungstechniken bieten wir ein unvergleichliches Schokoladenerlebnis.

ISM / KoelnMesse Stand: 5.2 E 36 27th- 31st January 2024