

HELPING YOUR

PUB

DELIVER



LASTING
IMPRESSIONS

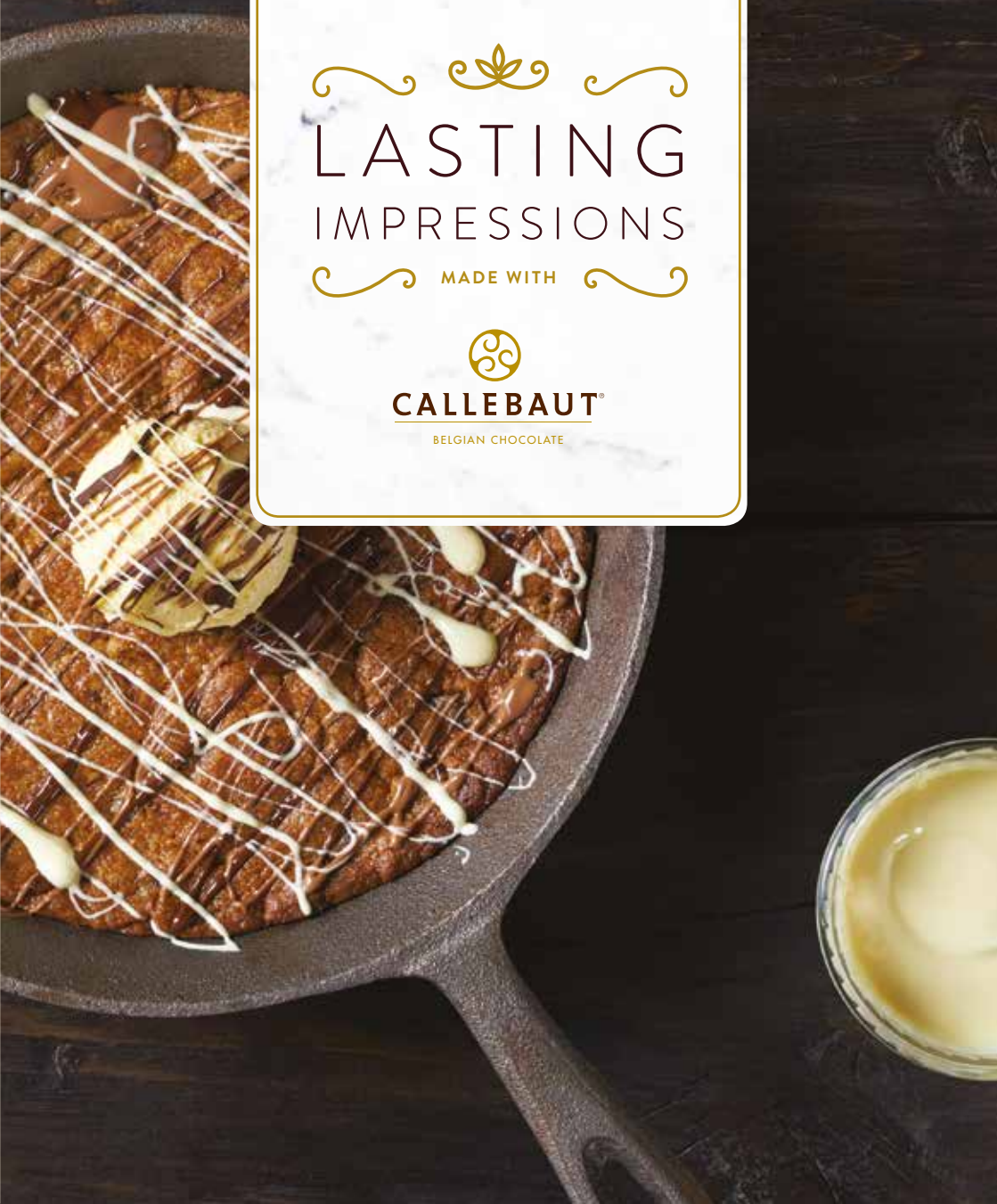


MADE WITH



CALLEBAUT®

BELGIAN CHOCOLATE



THE EVERYDAY REAL
BELGIAN
CHOCOLATE



WHY



CALLEBAUT®



Taste



Finest Belgian Chocolate



Consistency



Workability



Versatility



Availability

“We choose **Callebaut®** for its flavour, consistency and cocoa percentages across milk, dark, white and gold. It’s a great quality, great tasting product that’s easy to work with”.

Jamie Coleman, head chef at The Notley Arms, Exmoor

YOUR ESSENTIAL
CALLEBAUT® RANGE

Using only the finest ingredients, **Callebaut®** has been crafting its Finest Belgian Chocolate for more than 100 years. Made with dedication passed on from generation to generation, **Callebaut®** chocolate enables chefs, pub owners and operators to create an outstanding dessert menu that will leave a lasting impression with customers.

Discover the **Callebaut®** range including:



70-30-38 Finest Belgian Dark Chocolate (70% Min. Cocoa)



811 Finest Belgian Dark Chocolate (54.5% Min. Cocoa)



823 Finest Belgian Milk Chocolate (33.6% Min. Cocoa)



W2 Finest Belgian White Chocolate (28% Min. Cocoa)



Gold Finest Belgian Caramel Callets (30.4% Min. Cocoa)

VISIT OUR WEBSITE TO

REQUEST A
**FREE
CALLEBAUT
SAMPLE**





HOW TO DELIVER A LASTING IMPRESSION



CONSISTENT QUALITY, A DELICIOUS MENU AND EXCELLENT CUSTOMER SERVICE ARE VITAL TO KEEP CUSTOMERS COMING BACK TO YOUR PUB AND SECURING NEW BUSINESS THROUGH POSITIVE WORD OF MOUTH. OUR FIVE TOP TIPS CAN HELP YOU DELIVER THAT ALL-IMPORTANT LASTING IMPRESSION:

Make sure your dessert menu includes **a range** of hot and cold desserts



Set price menus are a great way to **encourage** dessert orders and introduce customers who wouldn't usually order pudding to your dessert offering



Change your menu seasonally, not only will this allow you to use **seasonal** produce, but you can also tailor it depending on the weather



Relieve the guilt – sharing options such as cookie skillets and platters are a simple way of encouraging the whole table to **indulge**



Taking dietary requirements into consideration is just as important for dessert as it is the main meal. Offer **vegan** friendly and gluten free options

For recipes and more visit fortheLoveofchoc.com

“Desserts play an important part in any dining experience as it’s the last thing people eat. Get it right to leave the right lasting impression”.

Jamie Coleman, head chef at The Notley Arms, Exmoor

**HAVING A
DEDICATED**
dessert menu
**CAN INCREASE
DESSERT SALES**

BY UP TO
25%

HINT

Incorporating a dessert that uses **Callebaut®** Dark 811 callets into your recipe is a good way to offer a dessert to those who are **lactose intolerant**



HINT
for added
indulgence serve
Callebaut® Gold
sauce on
the side

SERVES
4

Sharing COOKIE SKILLET

For the cookie:

INGREDIENTS

Callebaut® 811 Dark Chocolate Callets or Callebaut® 823 Milk Chocolate Callets	340g
Butter (melted)	170g
Brown sugar	170g
Granulated sugar	60g
Vanilla extract	2tsp
Large egg	1
Plain flour	210g
Baking soda	1tsp
Salt	¼tsp

Or purchase cookie dough from supplier

For the toppings:

Callebaut® 811 Dark Chocolate Callets	25g
Callebaut® 823 Milk Chocolate Callets	25g
Callebaut® W2 White Chocolate Callets	25g
Whipping cream	60ml
Vanilla ice cream	1 scoop

**APPROX.
COST TO MAKE**
£5.58

**SUGGESTED
SELLING PRICE**
£17.50
Serves 4

**PROFIT
POTENTIAL**
214%



METHOD

- 1 Preheat oven to 180°C
- 2 In a 9-inch cast iron skillet, melt the butter over medium heat, stirring until it begins to turn golden brown. Stir in the brown sugar, granulated sugar and vanilla essence
- 3 Remove skillet from heat and allow to cool for about 5 minutes or until the mixture is fully cooled, then add the egg. Whisk gently until well combined. Add the flour, baking soda, and salt, stirring until incorporated into the mixture. Fold in the Callebaut® Callets
- 4 Using a spatula, spread the dough until it is evenly distributed in the skillet. Bake for 18-20 minutes until edges begin to turn golden brown and a knife inserted into the centre comes out clean

- 1 Place the dark, milk and white chocolate callets into separate bowls, with 20ml of cream each.
- 2 Heat in the microwave, stirring every 20 seconds until you have a smooth, creamy chocolate sauce
- 3 Add the vanilla ice cream, drizzle the Callebaut® dark, milk and white chocolate sauce over the top and serve



CALLEBAUT®



Add Callebaut's Luxury
**HOT CHOCOLATE
TO YOUR MENU**

INGREDIENTS

- Hot milk 200ml
- Callebaut® Chocolate Callets 35g

METHOD

- Stir 35g of Callebaut® Callets into 200ml of hot milk and serve



**Operators using Callebaut®
can claim on menus:**

**SUPPORTING
SUSTAINABLE COCOA
CULTIVATION**



Sustainable cocoa – working towards an ethical future

Callebaut® is committed to working with cocoa growers and sources only 100% sustainable cocoa. Helping cocoa farmers to thrive, Callebaut® reinvests a portion of the purchase price from every pack into farming communities. Partnering with the Cocoa Horizons Foundation, Callebaut® also supports farmer training and empowers young male and female farmers to excel at their craft.





EASY PEASY REAL CHOCOLATE SAUCE

INGREDIENTS

Whipping Cream 20ml

Callebaut® Chocolate Callets 25g

Place the cream and chocolate in a small bowl and heat gradually in the microwave, stirring every 20 seconds until you have a smooth, creamy chocolate sauce



FOR MORE INSPIRATION, CHECK OUT OUR SERVING SUGGESTIONS ONLINE

Callebaut® has created a range of free materials, including recipes and point of sale to help pub owners promote their sweet treats.

fortheloveofchoc.com

f Callebaut.gb

t [@Callebaut_UKIE](https://twitter.com/Callebaut_UKIE)

▶ [YouTube](https://www.youtube.com/CallebautChocolate) [Callebaut Chocolate](https://www.youtube.com/CallebautChocolate)



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