



BELGIAN CHOCOLATE

WHY

















Taste

Finest Belgian Chocolate

Consistency

Workability

Versatility

Availability

"We choose to use **Callebaut®** for its consistency, its great flavour and its ability to create the most beautiful desserts".

James Taylor, chef proprietor at Beastro, Manchester

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, restaurant 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)







LASTING IMPRESSION

CONSISTENT QUALITY, A DELICIOUS MENU AND EXCELLENT CUSTOMER SERVICE ARE VITAL IN SECURING REPEAT VISITS AS WELL AS SECURING NEW BUSINESS THROUGH POSITIVE WORD OF MOUTH. OUR FIVE TOP TIPS CAN HELP YOUR RESTAURANT DELIVER THAT ALL-IMPORTANT LASTING IMPRESSION:

Make your dessert **offering** visible when customers arrive, to ensure they factor it into their meal choices

Make specials a big deal. Specials are an excellent way to **upsell** and suggests that they won't be around forever. It might not be on the menu the next time they visit, encouraging customers to indulge

Assume indulgence! Rather than offering customers the chance to decline the dessert menu – bring it over and **highlight** staff favourites. Personal recommendations go a long way

Leave enough **time** for dessert, no one likes to feel rushed. Make sure you give customers enough time to choose and eat dessert before ushering them out for the next service

Quality and presentation are key, the dessert experience is often your customer's lasting **impression**

For recipes and more visit fortheloveofchoc.com

"Dessert has got to be good, its got to be great, it has to be memorable and then people keep coming back". James Taylor, chef proprietor at Beastro, Manchester

beautiful drink and an incredible dessert, there's nothing better

RICHARD BROWN,
OWNER AT BEASTRO, MANCHESTER





Warm Chocolate

ALE CAKE

For the cake:

INGREDIENTS

50g Cocoa powder Dark ale 200ml Butter (softened) 110g Soft dark brown sugar 275g Eggs (large) Plain flour 175g Bicarbonate of soda 1tsp Baking Powder 1/4tsp

For the icing:

Callebaut® 811 Dark Chocolate Callets

110g 110g Icing sugar Butter (softened) 50g Dark ale 60ml

- (1) Preheat the oven to 180°C, grease and flour a 10inch cake ring
- Add the dark ale to the cocoa powder mixing slowly to
- 3 In a separate bowl, mix the butter and brown sugar together until smooth and creamy. Beat the eggs and fold into the mixture
- (4) Add the cocoa and ale mixture to the bowl and slowly sift in the flour and dry ingredients, mixing all the time
- (5) Pour the mixture into the cake ring and bake for 30-35 minutes or until springy to touch. Cool the cake
- Melt the Callebaut® 811 Dark Chocolate Callets
- Mix together the icing sugar and butter until a soft paste is formed. Add the dark ale and fold in the melted callets
- 3) Once the cake is completely cool, smooth over the chocolate and ale icing
- Slice and gently heat in the microwave before serving

APPROX. **COST TO MAKE**

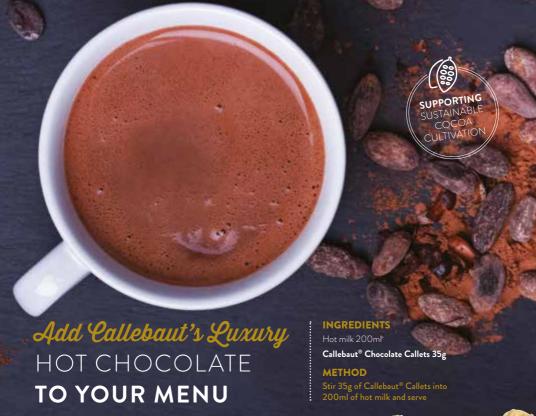
£6.01

SUGGESTED **SELLING PRICE**

PROFIT POTENTIAL









Operators using Callebaut®

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.





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 restaurant owners promote their sweet treats.

fortheloveofchoc.com

f Callebaut.gb



y @Callebaut_UKIE







