



CALLEBAUT®

BELGIUM 1911

FEEL
THE

SPARK





THE
4TH
CHOCOLATE
IS HERE

RUBY RB1

After dark, milk and white, ruby is the most extraordinary chocolate discovery in 80 years. This gift of mother nature surprises and bedazzles. It brings a completely new chocolate taste and colour experience, born from the ruby cocoa bean – without adding any colourants or fruit flavourings.

With the Finest Belgian Chocolate ruby RB1, Callebaut® brings the first ever expression of ruby chocolate fully dedicated to artisans and chefs. Immerse yourself in its ruby colour. Lose yourself in its intense fruitiness and fresh, sour notes. Let ruby RB1 be the spark to ignite fresh creativity.



**A
DISCOVERY WHICH TOOK OVER
A DECADE
TO PERFECT.**

One of our cocoa experts discovered that unique components, naturally present in cocoa beans, yield chocolate with an exceptional red-pink colour and fruity taste. Through our direct collaboration with the Jacobs University in Bremen (Germany), we slowly but surely unravelled the secrets behind this discovery. Everything pointed towards the precursors in a specific type of bean: the ruby cocoa bean.

Identifying the ruby cocoa beans – which hold plenty of these precursors – and finding the best way to process the beans during the chocolate making process has taken many years of research. Today, the Callebaut® chocolate makers have fine-tuned the ruby chocolate recipe for chefs to create freely with its remarkable colour and taste.

UNLOCKING THE NATURALLY PRESENT COLOUR AND TASTE IN THE RUBY COCOA BEAN

The ruby cocoa bean thrives in cacao growing countries like Brazil, Ecuador and Ivory Coast. Neither genus or origin determine the qualification for a cocoa bean to be a ruby bean. It's the natural occurrence of the typical precursors that qualify for a bean to have the ruby bean profile and evoke the ruby colour and taste.

As single Belgian gourmet chocolate having dedicated more than 100 years to bean-to-chocolate making, Callebaut® masters the skill of awakening the unique sensory properties of the ruby cocoa bean. Only expert selection and meticulous processing of the ruby beans yield ruby RB1 chocolate – without adding any colourants or fruit flavourings.





A
NEW
ALL-SENSORY
EXPERIENCE
FOR
HEDONISTIC
PLEASURE

Callebaut® Finest Belgian Chocolate Ruby RB1 delights the senses in a way no other chocolate did before. With its colour and taste, only ruby RB1 satisfies a yet unmet desire for extreme pleasure, delighting all senses. A desire expressed by a new generation of consumers – mainly millennials (18–35 years old) – who balance out a healthy lifestyle with the quest for extreme pleasure.



**RUBY
RB1,
A
NEW
FINEST BELGIAN
CHOCOLATE
SUPPORTING
COCOA
FARMERS**

With your choice for Callebaut® Ruby RB1, you support cocoa farmers. Callebaut® partners with the Cocoa Horizons foundation, empowering craftsmanship and entrepreneurship among cocoa farmers. For every Callet™, we give back to the cocoa farming communities in Ivory Coast and Ghana. Our main focus goes on training programmes and financial incentives motivating farmers to improve the quality and yields of their crops – eventually enabling farmers to improve their livelihoods. Through our partnership with the Cocoa Horizons Foundation, we are in direct contact with the farmer communities we source from.



"WITH RUBY RB1, YOU HAVE TO UNLEARN WHAT YOU WOULD TRADITIONALLY DO WITH DARK, MILK OR WHITE CHOCOLATE. THIS CHOCOLATE OPENS UP TO NEW IDEAS. IT'S AMAZING HOW IT PAIRS WITH INGREDIENTS SUCH AS ROSÉ CHAMPAGNE, BEERS OR EVEN SAVOURY INGREDIENTS."

Marijn Coertjens – Chocolatier & Pastry Chef – Ghent, Belgium



RUBY RB1, CRAFTED WITH ARTISANS FOR ARTISANS

For the creation of the first ever ruby gourmet recipe, Callebaut® has collaborated closely with Belgium's leading chocolatiers David Maenhout and Marijn Coertjens. Their expertise and tests yielded a ruby chocolate with a sparkling fresh colour and intense fruity taste, suited primarily for confectionery applications. Yet, it opens up to pioneer with a variety of exciting flavour pairings and new ideas. Ruby RB1 is ready to quench the desire of a new generation of millennials and foodies.

BE THE FIRST
TO CREATE WITH
RUBY
RB1



Let ruby RB1 become the spark that ignites fresh creativity.
Receive inspiration and more info about the availability of ruby RB1.

Register at
www.callebaut.com/ruby