



HELPING YOUR
CAFÉ
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®** chocolate for two reasons – most importantly the taste and also its versatility. I would 100% recommend **Callebaut®** to any other business, no questions asked”.

Jerome Urbain, head chef at The Speckledy Hen, Guildford

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, café 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 CAFÉ AND SECURING NEW BUSINESS THROUGH POSITIVE WORD OF MOUTH. OUR FIVE TOP TIPS CAN HELP YOU DELIVER THAT ALL-IMPORTANT LASTING IMPRESSION:

Offer **samples** at the counter to upsell desserts and encourage customers to try something new



Ensure **menu boards** are clearly written and in the direct sightline of customers entering your outlet. Include a range of items to suit different taste preferences



Get to know your customers and welcome **feedback**, this will help to tailor your menu to customer likes and dislikes, whether its following the latest trend or maximising seasonal produce



Standing out is key – add stands of differing heights to your display to catch your customers' **attention**



Customers love to know more about what they are eating. Branding **provenance** and labelling can reinforce these stories and messages – is it granny's recipe? Are the strawberries home grown?

For recipes and more visit fortheLoveofchoc.com

“We serve a different cake everyday, and our customers like the variety. We always try to have something with chocolate and something fruity so hopefully there’s something to suit every palate”.

Jerome Urbain, head chef at The Speckled Hen, Guildford

CAKE
SALES GENERALLY

*Peak
Around*

MID MORNING AND
MID AFTERNOON

*You eat with
your eyes first*

JEROME URBAIN, HEAD CHEF
AT THE SPECKLEDY HEN, GUILDFORD

GLUTEN
FREE

SERVES
10



Decadent CHOCOLATE FUDGE CAKE

For the cake:

INGREDIENTS

Callebaut® 811 Dark Chocolate Callets	100g
Light muscovado sugar	225g
Whole milk	200ml
Unsalted butter (softened)	75g
Large eggs (beaten)	2
Vanilla extract	2stp
Cocoa powder	25g
Rice flour	125g
Baking powder	1tsp
Bicarbonate of soda	1tsp
Salt	1 pinch
Fresh fruit to decorate	

For the chocolate buttercream:

Callebaut® 811 Dark Chocolate Callets (melted)	100g
Unsalted butter (softened)	100g
Icing sugar	175g
Milk	1 dash

METHOD

- 1 Preheat the oven to 180°C, grease and line two 8" cake rings
 - 2 Place the Callebaut® 811 Dark Chocolate Callets, 75g of sugar and milk in a saucepan and gently heat. Stir continually until the chocolate, sugar and milk have combined. Leave to cool
 - 3 Mix the remaining sugar with butter until the mixture is smooth and creamy
 - 4 Slowly beat in the eggs, add the vanilla extract, salt and whisk in the cooled chocolate milk mixture. Sift in the remaining dry ingredients and gently fold
 - 5 Split the mixture between the two cake rings and bake for 25mins or until an inserted knife comes out clean. Remove from the oven and let cool for 10 minutes before removing from the rings and allow to cool fully
- 1 While the cake is cooling make the buttercream filling. Mix the butter and sugar together and then stir in the cooled, melted chocolate, followed by the milk
 - 2 Once the cakes are cool, sandwich them together using half of the buttercream. Ice the cake with the remaining buttercream and decorate with fresh seasonal fruit



APPROX.
COST TO MAKE

£6.25
Serves 10

SUGGESTED
SELLING PRICE

£5.25
Per portion

PROFIT
POTENTIAL
740%



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 café owners promote their sweet treats.

fortheloveofchoc.com

f Callebaut.gb

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

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



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