

HELPING YOUR
RESTAURANT
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 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)

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 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

CUSTOMERS ARE

MORE

LIKELY TO

ORDER DESSERT



IF A DISH CAN BE

SHARED



SERVES
10

Warm Chocolate

ALE CAKE

For the cake:

INGREDIENTS

Cocoa powder	50g
Dark ale	200ml
Butter (softened)	110g
Soft dark brown sugar	275g
Eggs (large)	2
Plain flour	175g
Bicarbonate of soda	1tsp
Baking Powder	¼tsp

For the icing:

Callebaut® 811 Dark Chocolate Callets	110g
Icing sugar	110g
Butter (softened)	50g
Dark ale	60ml

METHOD

- 1 Preheat the oven to 180°C, grease and flour a 10inch cake ring
 - 2 Add the dark ale to the cocoa powder mixing slowly to form a paste
 - 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
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- 1 Melt the Callebaut® 811 Dark Chocolate Callets
 - 2 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
 - 4 Slice and gently heat in the microwave before serving



APPROX.
COST TO MAKE

£6.01
Serves 10

SUGGESTED
SELLING PRICE

£2.95
Per portion

PROFIT
POTENTIAL
390%



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 restaurant 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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