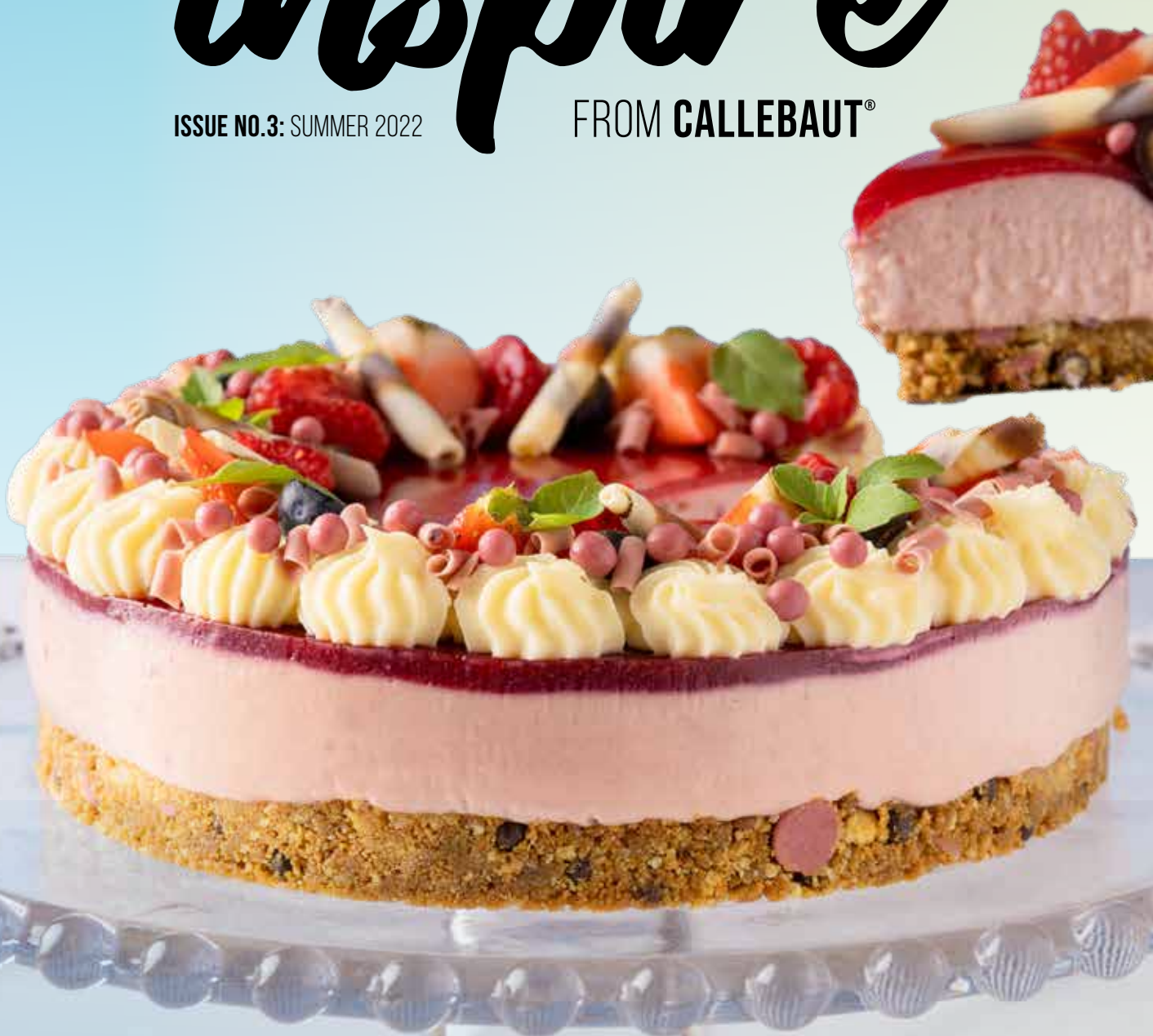


inspire

ISSUE NO.3: SUMMER 2022

FROM CALLEBAUT®



IN THIS ISSUE:

HOW TO ELEVATE A
CLASSIC CARROT CAKE

MEET THE CHEF
CLARE ENGLAND

MARKETING
YOUR OFFERING

GOLD
PRODUCT SHOWCASE

WELCOME TO *inspire*

Welcome to the third issue
of *Inspire* magazine!

We have insight, advice and a host of new recipes to share with you as the out-of-home channel has resumed the business of welcoming customers through its doors. And while plenty of consumers will dine out in restaurants, pubs and cafés, many will also take advantage of the opportunity to have their favourite outlet's dishes in the comfort of their own homes, courtesy of the seismic change the industry has undergone in the past two years.

Whether your customers are dining in or out, there are many factors and trends that will influence their choices and Callebaut can draw on its infinite expertise to help you create desserts that will tempt even the most discerning among them. Our selection of recipes are ideal for various occasions for consumers to enjoy together or to go.

The classic Carrot Cake is this issue's Everyday Inspiration dessert. The recipe has been developed so it's suitable for vegans to enable operators to cater for the growing number of consumers following plant-based diets,

yet it remains thoroughly indulgent and will be equally appealing to non-vegans.

We catch up with Chocolate Academy Chef Clare England whose passion besides chocolate is wellbeing. As a vegan herself, Clare is instrumental in the development of our vegan recipes and strives to incorporate more functionality into desserts.

Still, the main motivating factor for ordering a dessert remains indulgence and here at Callebaut we can help operators to strike a balance and ensure your dessert menus offer something for everyone.



Vincenzo Mangano
Sales Director - Gourmet
Callebaut UK & Ireland

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THIS ISSUE

4

Elevating everyday classics

This time we're taking
a fresh look at Carrot Cake



6

Recipe inspiration

Let our chefs inspire your creativity
with some amazing recipe creations



16

Meet the chef

We hear from Clare England
about what it's like to work in the
Callebaut Chocolate Academy



20

Marketing your offering

Ensure your desserts appeal
to your target market



SUMMER 2022

ELEVATING A CLASSIC



Serves: 8
Prep Time: 30 minutes
Cooking Time: 30 minutes
Total Time: 1 hour

Reinventing a traditional dessert is a great way to give it a lift for fresh customer appeal as trends change.

Carrot Cake is a perennial favourite and while its exact origin is unclear, it is thought to lie in carrot puddings, which were popular during Medieval times. Various 18th and 19th century recipe books featured carrot puddings, and carrot cake recipes started appearing in the 20th century.

Now, Callebaut has created a carrot cake for the 21st century by giving it a chocolate makeover. Callebaut's Vegan Chocolate Chip Carrot Cake retains classic elements such as a touch of spice, cream cheese frosting and, of course, plenty of grated carrot; but the addition of Callebaut's 811 Dark Chocolate Callets delivers big flavour while the chocolate-orange combination in the frosting brings another layer of indulgence.

Callebaut's top tips for elevating an everyday classic:

- 1. Quality** – Upgrade to better quality ingredients. The premiumisation trend continues with 49% of consumers more likely to order a dessert if it is made with premium ingredients, such as Callebaut's real Belgian chocolate.
- 2. Inclusivity** – Substitute ingredients to make a dish more inclusive. One-quarter of consumers are moving towards more plant-based diets¹, with 24% more likely to order a dessert, cake or pastry if it is suitable for vegetarians, and 21% if it is suitable for vegans².
- 3. Seasonality** – Swap ingredients such as fruits for those in season. Not only will this boost your sustainability credentials, but seasonal produce is abundant and more competitively priced.
- 4. Presentation** – Vary the way the dessert is presented by using vessels in different shapes and materials. Glass jars are particularly effective for layered desserts, while wooden trays and plinths work well for sharing options.

CARROT CAKE (SUITABLE FOR VEGANS)

This easy-to-serve classic has been upgraded by including an extra layer of Callebaut's Dark Chocolate inside, adding even more taste. It's also suitable for vegan diets so it's a dessert the whole table can indulge in.



Ingredients:

2	flax eggs
150g	plain flour
25g	ground almonds
10g	baking powder
2g	ground cinnamon
75g	caster sugar
75g	brown sugar
150g	grated carrot
100g	Callebaut® 811 Dark Chocolate Callets
120g	vegan butter

For the icing:

250g	vegan cream cheese
1	zest of an orange
200g	plant-based cream
100g	Callebaut 811 Dark Chocolate Callets

Method:

1. Mix the flax powder with water
2. Add vegan butter
3. Add the grated carrot
4. Mix all the dry ingredients into the mixture
5. Place into prepared cake tins and cook at 160°C in an 18cm cake ring, 4.5cm high for around 25- 30 minutes.
6. Leave to cool
7. To make the icing, place the cream and orange zest in to a saucepan and bring to the boil
8. Add in the chocolate callets and emulsify
9. Allow to cool to 30°C and then fold through the cream cheese
10. Cover the cooled cake with the icing

£1.06 APPROX. COST
TO MAKE PER PORTION

£4.95 SUGGESTED
SELLING PRICE PER PORTION

78% GROSS PROFIT
MARGIN PER PORTION

SUMMER RECIPES

Treat customers to our brand new recipes,
perfect for summer dining...

BLUSHING CHEESECAKE

This visually impactful cheesecake is the perfect dessert to share together with loved ones this summer. Topped with a raspberry glaze and garnished with whipped cream, Mona Lisa Crispearls and blossoms, this delicious dessert certainly has the wow factor.

Serves: 10
Prep Time: 30 minutes
(plus 2-3 hours refrigeration)
Total Time: 2.30 - 3.30 hours

Ingredients:

Biscuit base:

150g lotus biscuits
20g butter
15g **Mona Lisa Crispearls**
15g **Callebaut Ruby Chocolate Callets**

Cheesecake filling:

130g whipped cream
115g caster sugar
340g cream cheese
2g freeze-dried raspberries
1 zest of lime
2g beetroot powder
200g **Callebaut Ruby Chocolate Callets**

Raspberry glaze:

50g sugar
50g hot water
2 leaves of gelatine
200g raspberry purée

Optional decorations:

summer berries
whipped cream
Callebaut Ruby Crispearls
Callebaut Ruby Blossoms

Method:

1. Blitz the biscuits into crumbs
2. Melt the butter and mix through the crumbs
3. Add in the Mona Lisa Crispearls and 15g of the ruby callets
4. Place the mixture into a 18cm stainless steel ring 4.5cm high
5. Press down to make a compact base
6. Whisk the whipped cream until it has soft peaks
7. Mix the sugar and cream cheese together and then whisk into the cream
8. Fold through the freeze-dried raspberries and lime zest
9. Dilute the beetroot powder in some cream and add into the mix
10. Melt 200g of the ruby callets until 45°C and pour into the filling mix. Mix quickly to ensure it does not set into small lumps
11. Pour mixture on top of the biscuit base and refrigerate for 2-3 hours
12. Make a syrup out of sugar and water
13. Soften the gelatine in cold water, squeeze out and add to the hot syrup
14. Warm the purée and add the two liquids together
15. Pour on top of the cheesecake and allow to set in the fridge
16. Decorate with summer berries, whipped cream, Callebaut Ruby Crispearls and Callebaut Ruby Blossoms



£1.04 APPROX. COST
TO MAKE PER PORTION

£5.95 SUGGESTED
SELLING PRICE PER PORTION

83% GROSS PROFIT
MARGIN PER PORTION





DELIGHTFULLY FILLED COOKIES

Makes: 10 cookies
Prep Time: 20 minutes
plus 2-3 hours freezing time
Cooking Time: 10 minutes

Filled with a gooey hazelnut praline or chocolate filling, Callebaut’s cookies are transformed into an even more delicious treat. Perfect for the sharing occasion, these not only look great, but taste great too and are easy to make.

Ingredients:

- 75g butter
- 50g caster sugar
- 150g brown sugar
- 3g vanilla paste
- 225g plain flour
- 25g **Callebaut Extra Brute Cocoa Powder**
- 1g salt
- 2g baking powder
- 1 egg
- 40g **Callebaut W2 White Chocolate Callets**
- 40g **Callebaut 823 Milk Chocolate Callets**
- 40g **Callebaut 811 Dark Chocolate Callets**

Praline filling

- 80g **Callebaut 823 Milk Chocolate Callets**
- 240g **Callebaut Hazelnut Praline (PRA-T14)**

Method:

1. Cream the butter and sugars together
2. Add the vanilla, flour, cocoa powder, salt and baking powder and then mix
3. Add the egg and bring to a dough
4. Add the chocolate callets and mix into the dough
5. Rest the dough in the fridge until ready for use
6. To make the praline filling, melt 80g of Callebaut 823 Milk Chocolate Callets and stir through the hazelnut praline
7. Stir well and then pipe into 25g circles
8. Freeze for 1-2 hours

To assemble:

1. Weigh the cookie dough into 90g pieces
2. Squash the dough into a roughly round shape and place a circle of praline filling in the centre
3. Squash the dough around the praline filling making sure there are no gaps
4. Place the cookies onto a baking mat
5. Bake in a pre-heated oven at 170°C for 8-10 minutes
6. Allow to cool and then decorate by drizzling with melted Callebaut 823 Milk Chocolate Callets and sprinkle over Mona Lisa White Chocolate Blossoms

£0.76 APPROX. COST
TO MAKE PER PORTION

£3.25 SUGGESTED
SELLING PRICE PER PORTION

76% GROSS PROFIT
MARGIN PER PORTION





GOLDEN CHOCOLATE MILKSHAKE

A good chocolate milkshake is a staple offering. This recipe features Callebaut’s gold chocolate callets mixed with apricot to create a delicious dessert. Make this dessert even more special by topping it with Mona Lisa Crispearls and Blossoms.

Method:

1. Melt the Callebaut Gold Chocolate Callets together with 50ml of milk and mix until smooth
2. Add to a food processor with the rest of the milk and apricot purée and blitz together
3. Decorate a large glass with caramel drizzle
4. Pour the drink into the decorated glass
5. Add whipped cream and toppings galore!

Serves: 1
Prep Time: 30 minutes
Total Time: 30 minutes

Ingredients:

- 35g Callebaut Gold Chocolate Callets
- 150ml milk
- 90g apricot purée

Toppings:

- Caramel sauce
- Mona Lisa Pencils
- Mona Lisa Crispearls
- Mona Lisa Blossoms



£0.85	£4.95	82%
APPROX. COST TO MAKE PER PORTION	SUGGESTED SELLING PRICE PER PORTION	GROSS PROFIT MARGIN PER PORTION



CHOCOLATE POPCORN

A luxury spin on a simple treat, this popcorn is coated with Callebaut Gold Chocolate and tossed with small pieces of dried apricot, for layers of sweet and savoury that deliver on crunch and indulgence with every bite.

Method:

1. Place the oil or cocoa butter into a large saucepan with a lid
2. Heat the oil on medium heat for one minute and then add the popcorn kernels
3. Place the lid on and leave for the corn to start popping
4. Make sure to give it a little shake now and again, keeping the lid on, to stop the corn from burning
5. When you hear the popping slowing down, turn off the heat and leave for 2 minutes before removing the lid
6. Remove the popcorn from the saucepan. You may have some kernels which have not popped, so discard them, before placing the rest in a bowl to cool down
7. Melt the Callebaut Gold Chocolate Callets in a plastic bowl in the microwave, to just melted (try not to get the chocolate too hot). Alternatively temper the chocolate
8. Spread out on a tray and allow to set in the fridge for 5 minutes before removing and add in the dried apricot
9. Package the popcorn when hardened

Serves: 6
Prep Time: 5 minutes
Total Time: 5 minutes

Ingredients:

- 15g cocoa butter or oil
- 100g popcorn kernels
- 300g Callebaut Gold Chocolate Callets
- 250g dried apricot (cut into small cubes)



£1.80	£4.95	79%
APPROX. COST TO MAKE PER PORTION	SUGGESTED SELLING PRICE PER PORTION	GROSS PROFIT MARGIN PER PORTION

WHITE SUMMER POT

Serves: 12
Prep Time: 30 minutes
Cooking Time: 20 minutes
Total Time: 50 minutes

Ingredients:

Lemon Posset:

200g cream
80g caster sugar
200g lemon juice

White Chocolate Sponge:

150g Callebaut W2 Chocolate Callets
110g unsalted butter
5g vanilla paste
3 eggs
112g caster sugar
105g self-raising flour

Berry Compote:

250g mixed berries
50g caster sugar
45ml water
1 vanilla pod
1 cinnamon stick
1 star anise

White Chocolate Mousse

350g Callebaut W2 Chocolate Callets
150g whipping cream
500g semi-whipped whipping cream

Method:

Lemon Posset:

1. Boil the cream and sugar together
2. Add the lemon juice and boil for another 2 minutes
3. Take off the heat, strain and pour into the bottom of the pots
4. Refrigerate for 2-3 hours to set

White Chocolate Sponge:

1. Melt the W2 Chocolate Callets and the butter together and mix to a smooth liquid
2. Add the vanilla paste to the chocolate mix
3. Whisk the eggs and sugar together until light and fluffy
4. Add the melted chocolate mix to the eggs and sugar and then fold through the flour
5. Bake in a rectangular tin for 20 minutes at 160°C
6. Cut sponge into cubes and toast them

Berry Compote:

1. Place the berries, sugar and spices into a saucepan with the water
2. Bring to the boil then simmer for 3-4 minutes (do not overcook otherwise the fruit will not hold its shape)
3. Keep in the fridge until ready to serve

White Chocolate Mousse:

1. Melt the Callebaut W2 Chocolate Callets with 150g of whipping cream
2. Mix to a smooth ganache
3. Cool to 30°C
4. When ganache has cooled, fold through the semi-whipped cream

Assembly:

1. Place the berry compote on the top of the lemon posset
2. Pipe decorative bulbs of white chocolate mousse on top of the berry compote
3. Place cubes of the toasted white chocolate sponge on top of the white chocolate mousse



This potted dessert offers layers of flavour with a white chocolate sponge, white chocolate mousse, berry compote and lemon posset. It is light with fresh flavours offering operators a takeaway option that stands out in a display case and carries well for the to go sales opportunity.



£0.75 APPROX. COST
TO MAKE PER PORTION

£2.50 SUGGESTED
SELLING PRICE PER PORTION

70% GROSS PROFIT
MARGIN PER PORTION

BEST CHOCOLATE TARTLETS

Serves: 6
Prep Time: 45 minutes
Cooking Time: 8 minutes
Total Time: 53 minutes

This series of Best Chocolate Tartlets offer operators the opportunity to tap into a wide range of occasions. The tasty tartlets are filled with creamy Callebaut 811 Dark Chocolate ganache and topped with a variety of decorations and seasonal fruit to create the wow factor. Topped with Mona Lisa Scarlet Metallic Flakes, Gold Rocks or Chocolate Blossoms, they certainly are stunning!

Ingredients:

- 280g plain flour
- 90g icing sugar
- 30g ground almonds
- 40g cocoa powder
- 150g butter
- 1 egg

Chocolate Ganache:

- 83g whipping cream (35%)
- 8g glucose
- 95g Callebaut 811 Dark Chocolate
- 15g soft butter

Topping options:

Ruby Tart:

- 3 Mona Lisa Dark Chocolate Pencils (1/2 on each)
- sliced strawberries
- 30g Mona Lisa Scarlet Metallic Flakes

Gold Tart:

- 3 Mona Lisa Dark Chocolate Pencils (2x 1/4 on each)
- 35g Mona Lisa Gold Rocks

Dark Tart:

- 3 Mona Lisa Dark Chocolate Blossoms
- diced mango

White Tart:

- 70g Mona Lisa White Chocolate Blossoms
- Sliced strawberries

Milk Tart:

- 3 Mona Lisa Dark Chocolate Pencils (1/2 on each)

Method:

- Mix the plain flour, icing sugar, ground almonds and cocoa powder
- Rub the butter into the dry ingredients mixture
- Add the egg and mix together to form a dough (If the mixture is too dry, add a dash of water)
- Roll out the dough until 4mm in thickness
- Refrigerate for 30 minutes
- Separate into 6cm tart cases
- Bake at 180°C for 8 minutes
- To make the ganache, bring the cream and glucose to the boil
- Pour over the chocolate and combine
- Allow the ganache to cool to 40°C
- Add the softened butter and mix
- Fill the tart cases and decorate with your chosen toppings!

IF YOU WISH TO EXPERIMENT BY USING A DIFFERENT CALLEBAUT CHOCOLATE PLEASE SUBSTITUTE THE CHOCOLATE IN THE ORIGINAL RECIPE FOR THE FOLLOWING MEASUREMENTS:

280g Callebaut Gold Chocolate | 320g Callebaut 811 Milk Chocolate |
380g Callebaut Ruby Chocolate | 400g Callebaut W2 White Chocolate



£0.75 APPROX. COST
TO MAKE PER PORTION

£2.50 SUGGESTED
SELLING PRICE PER PORTION

70% GROSS PROFIT
MARGIN PER PORTION

MEET THE CHEF CLARE ENGLAND

In this issue, we meet Chocolate Academy Chef Clare England. After working with small artisan chocolatiers, Clare joined the UK Academy team in October 2015. Her diet is 100% plant-based and she has helped the team develop many vegan recipes. In her spare time Clare is studying for a Masters Degree in Clinical Nutrition.

What do you like about working with chocolate?

I love the creativity of working with chocolate; it's so rewarding to put flavours together and create different things every week. Chocolate has always been such a special ingredient and people feel so much joy around sharing and eating it, so to be able to create things that people get so much pleasure from is great.

What does your role at Callebaut involve?

A bit of everything really! My role runs very wide and nothing is off limits. I'm part of an amazing team at the UK Chocolate Academy, we share tasks and help each other to ensure we achieve the necessary work to wow our customers. There is a lot of behind-the-scenes work that is needed to achieve that. Our classes and customer days are usually the result of many days of hard work, but are always very rewarding because of that.

What skills do you need to work with chocolate?

Patience. Chocolate cannot be rushed, but similarly, when it's ready you have to go for it! It is simple yet complex and that's what I really love. As well as patience I think you need passion and creativity.

What advice can you give to pastry chefs in terms of building their skill set?

Don't be afraid to get things wrong. You learn so much more from getting something wrong than you ever do by getting it right.

How can dessert options balance health and indulgence?

I think we can look at nutrient density to answer that question. If we look at ingredients and what they offer in terms of nutrients, we can incorporate more nutrient-rich options into desserts to make them a better option for our health. We need to look beyond just taste and look for ingredients with added benefits.

What is the easiest way for chefs to incorporate chocolate into their menus?

There are so many classic favourites with chocolate, but the simplest way in my opinion is a chocolate sauce. Chocolate sauce can go over anything! Just warm cream (or vegan cream) and chocolate together and then pour.

What do you look for in a dessert menu when eating out?

Anything vegan! If there is more than one option then I'm usually stumped and it takes a while to decide. If there is something on the menu that I have never tried before then I will always try that. If there is something with chocolate, caramel and vanilla and it's vegan then I'm very happy!



How can recipes be adapted to reflect seasonality?

I think the use of local, seasonal ingredients is extremely important. By changing fruits and vegetables as the seasons change, you get the best flavours and freshness. It's also an opportunity to highlight any local specialties that are in season.

What are the current on-trend techniques with chocolate you've seen on menus?

I've seen some great examples of using origin chocolates to tell the story of a dessert. By choosing a chocolate from one particular region it has certain characteristics that can be brought out with a pairing or spices. Using chocolate in this way makes its heritage come alive on the plate and gives so much more depth of experience to the customer.

What trends do you predict will be on dessert menus for the second half of the year?

Caramel is always a favourite in the UK and hopefully there will be a feast of vegan options available!

Which of your chocolate creations are you most proud of and why?

In 2019, I made a chocolate showpiece with chocolate that would otherwise have gone to waste. I spent hours in the evenings and weekends making it and got lost in a world of creating new elements and trying new skills. On the day it needed to go to a show, I had packed everything and the last thing to do was to take the main part of the showpiece to the car. It was quite a long walk to the car but I went slowly. I was 10 meters from the car when I tripped and the showpiece wobbled then crashed into me. It broke into what seemed like a thousand pieces. After staring in disbelief all I could do was laugh. This is my proudest creation because it taught me so much. It is so important to enjoy what you do, to enjoy all the small things, not just the results. It cemented my love for chocolate creations and still, despite the trauma, makes me smile when I think of it.

MARKET OVERVIEW

The proportion of consumers ordering desserts when eating out has risen by 2ppts to 45% over the past two years and makes dessert the second most popular course after mains. Spend per dessert order is also up across all venues as consumers seek to treat themselves.

Traditional venues such as restaurants, cafés and pubs are the channels in which consumers are most likely to order desserts, particularly the older generations. However, younger consumers are ordering desserts in a wider range of channels including fast food and street food outlets, bars and dessert parlours.

While indulgence is the top reason to order a dessert in a restaurant (67.7%), premium quality, health and dietary requirements, seasonality and sustainably sourced ingredients have become increasingly important influencers¹. By tapping into current and emerging trends, operators can offer desserts that will appeal to a wide audience.

Dietary needs

Desserts are mostly ordered as a treat or indulgence, but there is a clear opportunity to win over more consumers by offering options that cater to their dietary needs or health concerns. This doesn't necessarily mean adding extra desserts to the menu; with a dash of innovation and carefully selected

ingredients, chefs can create options that are lighter, lower in sugar, or suitable for vegan diets that will still appeal to the majority of dessert consumers. Providing vegan and vegetarian desserts is unlikely to deter most consumers (>80%), but 11% of consumers say they would be more likely to order desserts if they were better suited to their dietary requirements.

Provenance

The growing consumer demand for meals prepared using sustainably and ethically sourced ingredients has extended to desserts with 36% of consumers wanting desserts to reflect this trend and 43% expressing interest in desserts made with seasonal ingredients. In fact, 61% of consumers say they would prefer a seasonal dessert menu to a single consistent dessert menu. When it comes to chocolate, provenance is attractive as an indicator of quality with 34% of consumers finding Belgian chocolate the most appealing, 16% being tempted by British chocolate and 31% finding them equally appealing.

Sharing formats

Many consumers say they only eat desserts at restaurants if others in their party will order too and it can take just one person declining a dessert to discourage their dining companions from ordering. Just as a table might share appetisers and side dishes, a sharing option for dessert appeals to consumers who want a smaller portion (33%) or to spend less by splitting the cost of dessert (20%), in addition to those looking for a fun experience (34%) or an opportunity to try several different desserts (33%).

Desserts To Go

Despite the remarkable growth in food delivery and takeaway over the past couple of years, UK consumers order just three desserts out of 10 delivery/takeaway orders¹, indicating plenty of room for growth. Fearing that desserts will be delivered damaged or not at the right temperature are the main barriers to ordering desserts for delivery/takeaway, along with already having similar products at home. These concerns can be addressed by offering practical desserts at a fair price that are delivered in appropriate packaging. This can reassure consumers about the quality of the item they are receiving.

Profit potential of chocolate

Chocolate is the UK's No. 1 dessert choice with 45% of consumers saying they would choose a chocolate dessert².

Chocolate-based cakes and desserts can be created to suit all diets, including vegan, and all occasions from a mid-morning or afternoon treat to on-the-go consumption.

Adding chocolate decorations or sauces to a dessert increases indulgence and adds value.

Belgian chocolate taps into consumer trends for premium ingredients and provenance.

MARKET YOUR OFFERING

As dining out has returned, ensure your desserts appeal to your target market

Tailoring your selection of desserts for your customers is key to driving sales. Lack of choice, poor quality and portion size have all been cited by consumers as barriers to ordering dessert, but most can be tempted if your menu is created with these elements in mind.

Traditional desserts tend to be popular with most consumers. These desserts can generate more appeal when an innovative twist is applied, like our recipes for Chocolate Chip Carrot Cake and Memorable Mousse, which elevate classics to a new level. Modern desserts can appeal to more adventurous consumers, especially if they tap into other trends such as premiumisation, health and sustainability.

Premiumisation & Indulgence

Turn desserts into premium or signature dishes by adding toppings and decorations such as Mona Lisa Crispearls or Chocolate Pencils, or a simple chocolate sauce. You can even offer chocolate sauce as a dipping option with fruit kebabs, brownie fingers or churros.

Health & Inclusivity

More than half of consumers (61%) expect the venues they visit to have a wide range of options and there is demand for desserts that are low in sugar and free from dairy, gluten and other allergens. Make your menu inclusive with vegan options, such as our Baked Doughnuts or Dark Chocolate Cardamom Cake. Options like these will appeal to consumers who say they are more likely to order a dessert if it is suitable for vegetarians (24%) and vegans (21%), while remaining an attractive choice to non-vegans/vegetarians.

Follow the Seasons

Bring seasonality to your dessert menu by varying fruit toppings on items such as cheesecakes and tarts. Strawberries, raspberries, peaches, figs and cranberries

are great seasonal options, for instance our Summer Fruit Roulade with White Chocolate makes the most of summer berries. By contrast, warming spices such as cinnamon, cloves or ginger work well in winter recipes. Tell a provenance story where relevant, such as 'made with strawberries from Kent'.



Make More of Occasions

There are many celebratory occasions that call for a special cake or dessert. Events such as anniversary or graduation dinners and afternoon birthday treats present the perfect opportunity to upsell desserts for the whole table to share. Our Ruby Chocolate Blushing Cheesecake, topped with a raspberry glaze, whipped cream and Mona Lisa Crispearls and Blossoms, is a real showstopper and ideal for special occasions. Or you could offer groups a tray of brownies, such as our Brownie Poke, with a chocolate sauce, or a selection of tarts presented on a cake stand. Let guests customise their dessert with a choice of toppings from the Mona Lisa range or chocolate sauces using the five colours of Callebaut.



Desserts To Go

While in-venue dining has resumed, research shows there is still a strong demand for delivery and takeaway, yet desserts are under-represented in these occasions. By selling 10 to-go desserts a day at an average price of £6, operators can earn an extra £18,000 per year.

A to-go option may also work well for customers who feel too full for dessert after their meal, so suggest they take one home to enjoy later. Be sure to let customers know that a to-go option is available via your website and social media channels.

Visit fortheloveofchoc.com for a range of inspiring recipes

TOP 3 PROMOTION STRATEGIES

1. Significant price discount
2. Cross promotion with another menu option
3. Buy-one-get-one-free

MENU OFFERS²

66% of UK operators include dessert as part of a menu offer for delivery/takeaway

47% sell more desserts with a main + dessert menu offer

44% sell more desserts with a starter + main + dessert menu offer

Packaging Solutions

Packaging is important to 7 out of 10 consumers³ and needs to preserve the dessert perfectly. When choosing packaging for to-go desserts, take into account whether the item will be consumed cold or hot and whether it is to be eaten directly from the packaging or will need to be removed. Put sauces in small pots to keep them separate during transportation. Opt for sustainable packaging that is recyclable or biodegradable.



PRODUCT SHOWCASE

Callebaut **Gold Chocolate** is one of Callebaut's core products that many chefs now incorporate into their chocolate desserts to add a touch of luxury

Expertly crafted and created from a fine selection of ingredients like caramelised sugar and caramelised milk, this caramel chocolate has rich notes of toffee, butter, cream and a purposeful dash of salt.

Callebaut Gold Chocolate stands out with its light amber colour and golden hue. The chocolate works well in almost any application and can be perfectly paired with an array of ingredients: from vanilla to lemon, matcha tea to coffee and popcorn to pineapple.

With its standard fluidity, Callebaut Gold Chocolate is ideal for decorating and moulding, adding that wow factor. Used to enrobe or airbrush chocolate creations, chefs can rely on it to add a delicate caramel flavour to crèmes, ganaches and mousses.

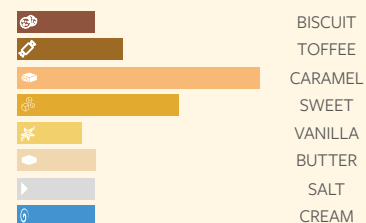
BEAN ORIGIN

TO ACHIEVE A PERFECTLY BALANCED AND ROUND FLAVOUR, WE BLEND COCOA BEANS FROM THREE DIFFERENT COUNTRIES OF ORIGIN: IVORY COAST, GHANA AND ECUADOR.

STANDARD FLUIDITY



TASTE PROFILE



COMPOSITION

% MIN. COCOA 30.4	% MIN. MILK 28.3	% FAT 37.1
% COCOA BUTTER 30.4	% MILK FAT 6.7	% COCOA BUTTER 30.4
	21.6 % FAT FREE MILK	6.7 % MILK FAT

GOLD CHOCOLATE RECIPES



Visit fortheloveofchoc.com for a range of inspiring recipes.



MoNA LISA® PENCILS

As a tribute to Leonardo Da Vinci and his world-renowned painting, Mona Lisa is a brand that offers a great choice of shapes, textures and colours to transform everyday creations into showstoppers

Recipes such as cheesecakes, brownies, ice cream, chocolate mousse and many more can become the stars of an operator's shop window or menu with the simple addition of Mona Lisa decorations.

To learn more about the Mona Lisa range, visit www.monalisadecorations.com

Using Mona Lisa products to decorate pastries, chocolates or desserts can create that wow factor allowing operators to premiumise their offering and upsell to consumers. Mona Lisa decorations offer a range of simple solutions for all applications including Crispearls, Pencils, Shavings, Blossoms and Chocolate Feathers.

Mona Lisa Chocolate Pencils, large and small, and Rolls provide chefs and operators the opportunity to add a touch of luxury to a wide range of desserts. From Marbled Chocolate Pencils and Duo Chocolattos, to Gold Wands, each decoration is eye-catching and adds that special touch to elevate every dessert.



ABOUT CALLEBAUT®

Using only the best 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, caterers and operators in every channel to create outstanding all-day menus that encourage repeat visits time after time.

To support chefs and operators, Callebaut® provides recipe inspiration, tools and point-of-sale materials to demonstrate the accessibility of real Belgian chocolate in a range of everyday applications.

DISCOVER THE CALLEBAUT® CALLET RANGE



WHERE TO BUY

To find your nearest Callebaut® supplier, visit:

<https://www.callebaut.com/en-GB/store-locator/professional/online>

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MoNA LISA®

For the perfect finishing touch to your desserts, decorate with our exciting range of Mona Lisa decorations. Like an artist's muse, Mona Lisa will be your pulse in trends on colour, art, design and so much more.



To find out more about the Mona Lisa range, visit :

www.monalisadecorations.com