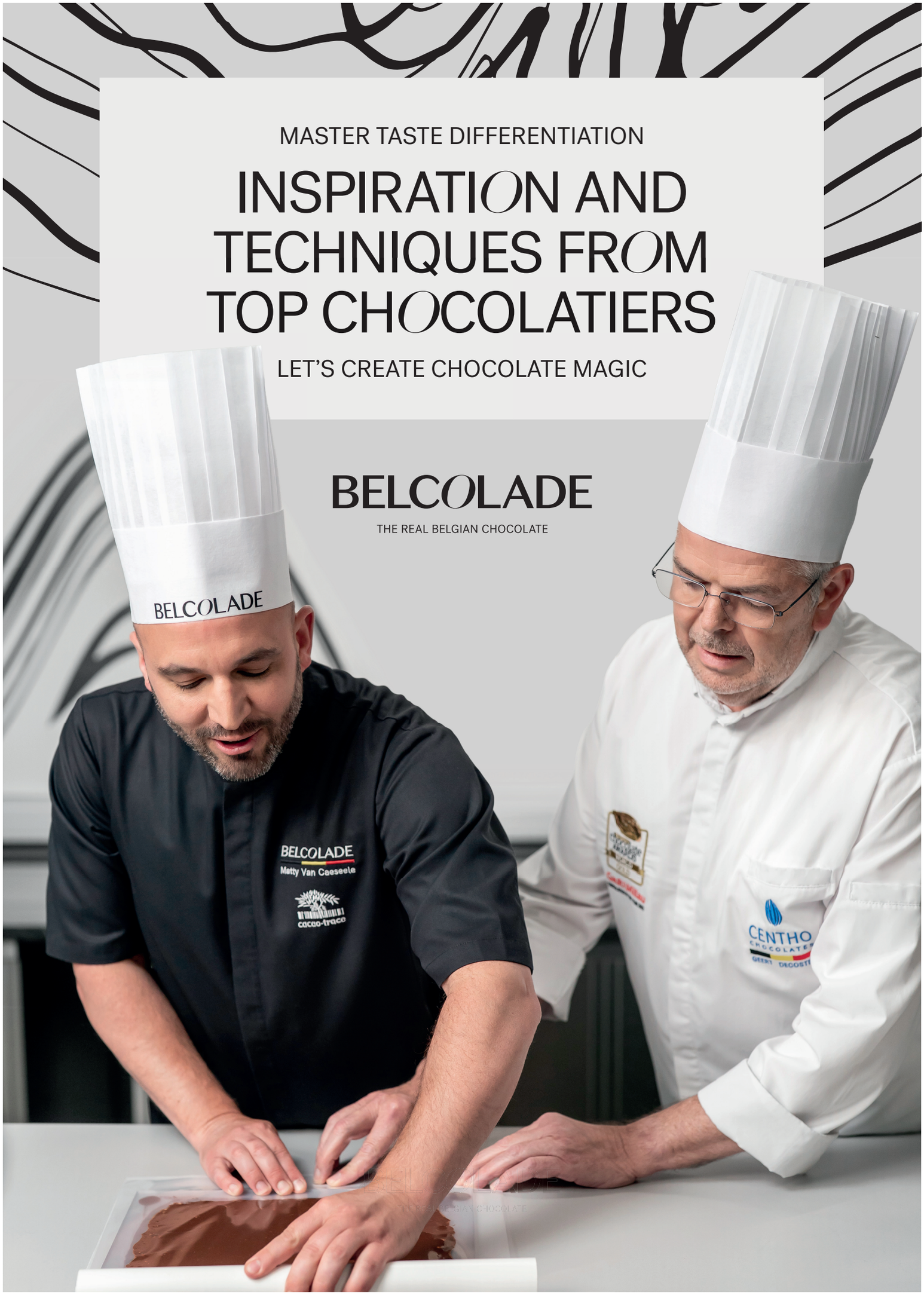
MASTER TASTE DIFFERENTIATION

INSPIRATION AND TECHNIQUES FROM TOP CHOCOLATIERS

LET'S CREATE CHOCOLATE MAGIC

BELCOLADE

THE REAL BELGIAN CHOCOLATE



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CREATING CHOCOLATE MAGIC WITH THE MASTERS

REAL-WORLD INSIGHTS FROM AWARD-WINNING PÂTISSIERS AND TECHNICAL ADVISORS

In the world of fine pastry and chocolate, every chocolatier, pâtissier, and pastry professional faces the same challenges: How do you exceed consumer expectations? How do you create a sensory experience so distinct that it becomes your signature, at scale?

Standing out today requires more than mastering technique. It's about bold **taste leadership**, creating memorable experiences through **texture**, and **commitment to responsible sourcing** across every pastry and chocolate application.

Meeting these expectations in daily production demands **versatile ingredients** and **reliable workability**, giving you the freedom to innovate and deliver on those aspects without complicating operations.





As providers of high-quality Belgian chocolate, we believe the most impactful innovation happens when master craftsmen collaborate.

This guide was born from that collaborative spirit – a belief that when world-class artisan vision is paired with the expertise of Belcolade Technical Advisors, technical barriers can be overcome, giving chocolatiers and pâtissiers the freedom to get creative and bring their most ambitious concepts to life.

Together, we step inside the workshops of two world-renowned masters, a Gault&Millau award-winner and an artisan crafting bespoke creations for luxury brands like Ferrari.

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Sharing inspiration, techniques, and innovative recipes, they take on two real-world challenges:



Unlocking terroir and working with the powerful 80% single-origin cocoa from Cameroon, balancing its intense coffee and walnut notes with unexpected flavor pairings.

Exploring how to scale your business without diluting your artisan savoir-faire by leveraging the golden, natural salted-butter caramel profile of **Amber, the fourth chocolate type**.





Consider this guide an invitation into our shared chocolate workshop. Together, let's explore actionable ways to **elevate your craft, stand out, and achieve taste leadership** through shared expertise, flavor pairing techniques – and two signature recipe concepts, crafted in collaboration.

LET'S CREATE CHOCOLATE MAGIC

TERROIR & INTENSITY: UNLOCK THE FLAVOR OF SINGLE-ORIGIN CHOCOLATE

A MASTERCLASS WITH **GEERT DECOSTER** AND **MATTY VAN CAESEELE**

MEET THE MASTERS

GEERT DECOSTER

Master Chocolatier, Founder Centho Chocolates



Gault&Millau Best Chocolatier of the Year 2025 (Flanders). Geert is renowned for his dedication to single-origin chocolate. Celebrating 20+ years at the helm of family-owned Centho Chocolates, Geert has built an international reputation, operating three boutiques in Belgium and one in Tokyo. Guided by his ethos, “We make chocolate with something, not something with chocolate”, Geert prioritizes pure cocoa expression above all else.

MATTY VAN CAESEELE

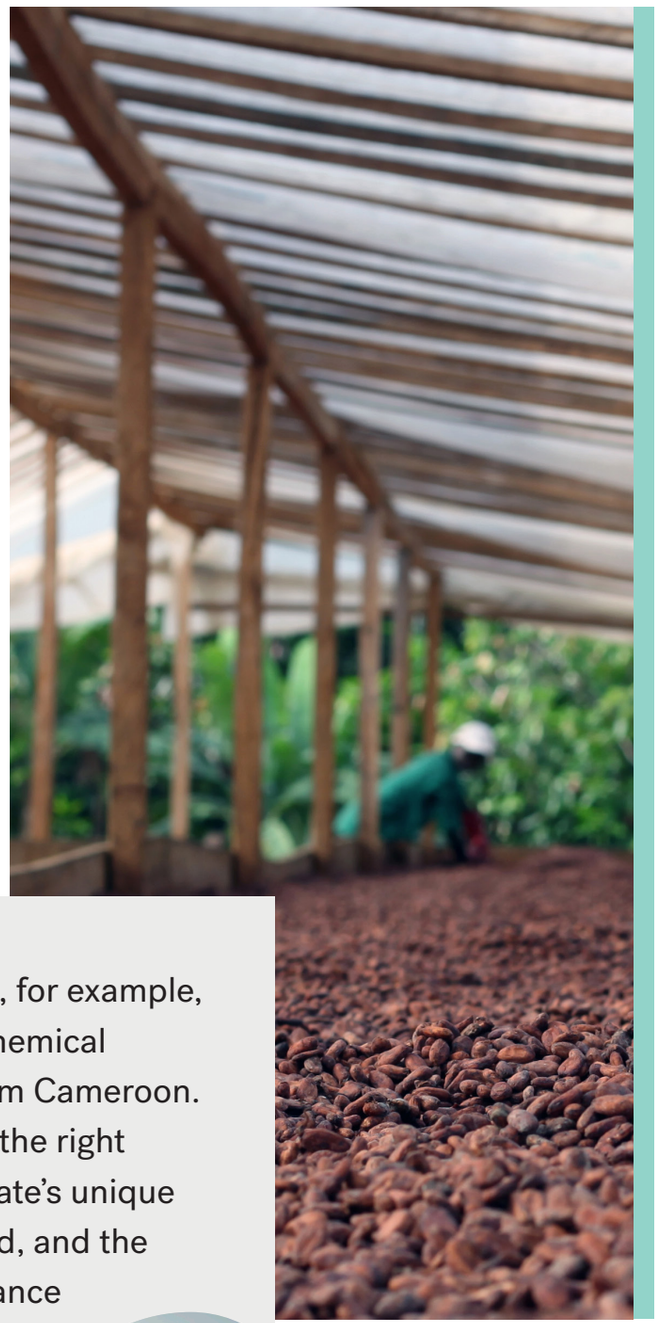
Belcolade Technical Advisor



With a career rooted in artisan pastry and semi-industrial chocolate production before joining Belcolade in 2012, Matty bridges the gap between creative intuition and chocolate expertise.
He specializes in taking traditional recipes and giving them a modern twist.
He works directly with top masters on product applications, technical challenges, and recipe development.

HOW COCOA'S ORIGIN SHAPES CHOCOLATE'S TASTE

For the modern artisan, standing out in a demanding market begins with a challenge: how do you offer a taste experience that cannot be replicated?



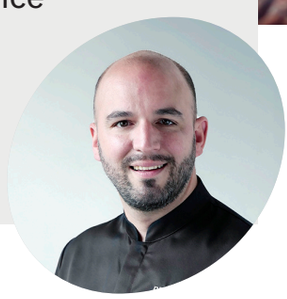
THE ANSWER LIES IN TERROIR

Much like a fine vintage wine, single-origin chocolate carries the distinct characteristics of its soil, climate, local tradition, and post-harvest craftsmanship. Working with single-origin cocoa is not merely about specifying a country on a label – **it is about harnessing the unique roots of its taste and the natural depth of flavor to define your creations.**



"A cocoa bean from Vietnam, for example, has a completely different chemical composition than a bean from Cameroon. The challenge lies in finding the right balance between the chocolate's unique flavor profile on the one hand, and the product's technical performance and shelf life on the other."

MATTY VAN CAESEELE





This search for distinction brought us to developing:

BELCOLADE ORIGINS NOIR CAMEROON 80% CACAO-TRACE



FLAVOR PROFILE

Born in the fertile basin of the Sanaga and Mbam rivers, this origin unveils deep, intense cocoa notes with remarkable complexity. It opens with a commanding cocoa intensity, balanced almost immediately by warm, lingering notes of **coffee, rich walnut, and subtle tobacco leaves**, finished with a bright, refreshing acidity with subtle **notes of dried fruit and soft spices**. It is a bold profile designed for pâtissiers seeking to push taste boundaries.

Bringing out the qualities of such a high-percentage origin requires both creative intuition and technical precision.
While connoisseurs crave intense cocoa notes, everyday consumers can sometimes find high percentages astringent.

So, how do you preserve the authentic soul of intense terroir while making it delightfully accessible?

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OUR EXPERTS TAKE THE SINGLE-ORIGIN CHALLENGE

Crafting with high cocoa content brings specific hurdles – for example, balancing shelf life and managing astringency.
When Geert Decoster decided to work with **Belcolade Origins Noir Cameroon 80% Cacao-Trace**, his goal was clear:

> "Showcase the cocoa's raw flavor notes while keeping the palate balanced."
>
> **GEERT DECOSTER**

To turn that vision into reality, Geert collaborated with **Belcolade Technical Advisor Matty Van Caeseele**.
Combining Geert's passion for single-origin flavor profiles with Matty's experience in application and recipe stabilization, the two set out to identify the ideal flavor pairings to begin with.



SENSORY MAPPING FOR THE IDEAL FLAVOR PAIRING

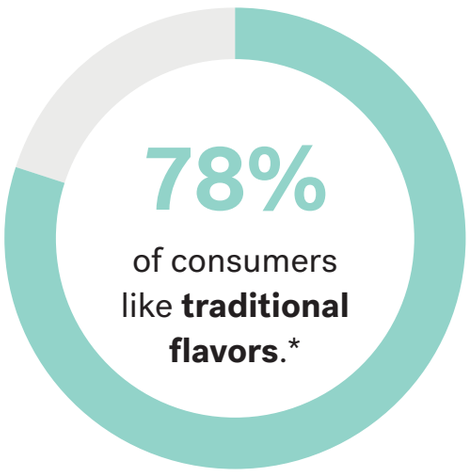
The breakthrough came through flavor mapping using Belcolade's flavor wheel, **Les Arômes de Cyrano** – available to every artisan who collaborates with us.



Les Arômes de Cyrano is Belcolade's sensory flavor-mapping tool, designed to help professionals discover, describe, and compare the unique aroma and taste profiles of chocolates, from origin characteristics to subtle flavor notes.



Rather than masking the cocoa's natural bitterness, Geert and Matty looked to Cameroon's culinary culture, where corn is a daily staple. They discovered the coffee and earthy walnut notes of **Belcolade Origins Noir Cameroon 80% Cacao-Trace** matched seamlessly with sweet, toasted corn.



This led them to popcorn: a familiar crunch that pays homage to Cameroonian heritage while balancing the intense cocoa notes.

*Taste Tomorrow Consumer Trend Survey by Puratos

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SIGNATURE CREATION:

CAMERROON INTENSE

The result of this collaboration is the **‘Cameroon Intense’** – rich in origin storytelling, flavor, and texture contrast. It feels sophisticated to the connoisseur and instantly welcoming to a daily consumer.

At its core is a silky 80% dark chocolate ganache that allows the natural terroir of the Cameroonian cocoa to shine. To balance this, Geert and Matty introduced a layer of golden caramelized popcorn – a playful, gourmet crunch that also serves as a nod to traditional Cameroonian culinary heritage.

The familiar sweetness of the popcorn softens the entry of the dark chocolate, making its notes much more approachable.

Discover the recipe here



CRAFT STANDOUT CREATIONS, RESPONSIBLY

Standing out takes more than great taste. Today's customers are increasingly conscious and actively choose creations with responsibly sourced ingredients.

58%
of premium consumers prefer chocolates crafted with **ethically sourced cocoa;** >50% seek verified credentials.*





66%
of consumers are also interested in food products from **sustainable farming methods**.*

63%
actively look for reassurance that **farmers receive a fair living income**.*



*Taste Tomorrow by Puratos

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GREAT TASTE DOING GOOD



Through our **Cacao-Trace** program, **Belcolade Origins Noir Cameroon 80% Cacao-Trace** proves that great taste and responsible sourcing can co-exist.

Built on Cacao-Trace's "Great Taste" philosophy, post-harvest fermentation in controlled centers unlocks the bean's full aromatic potential – delivering a rich flavor profile unique to Cameroonian cacao, while rewarding local communities with a Quality Premium and direct Chocolate Bonus to farmer families.



31,795 FARMING FAMILIES
across 10 countries

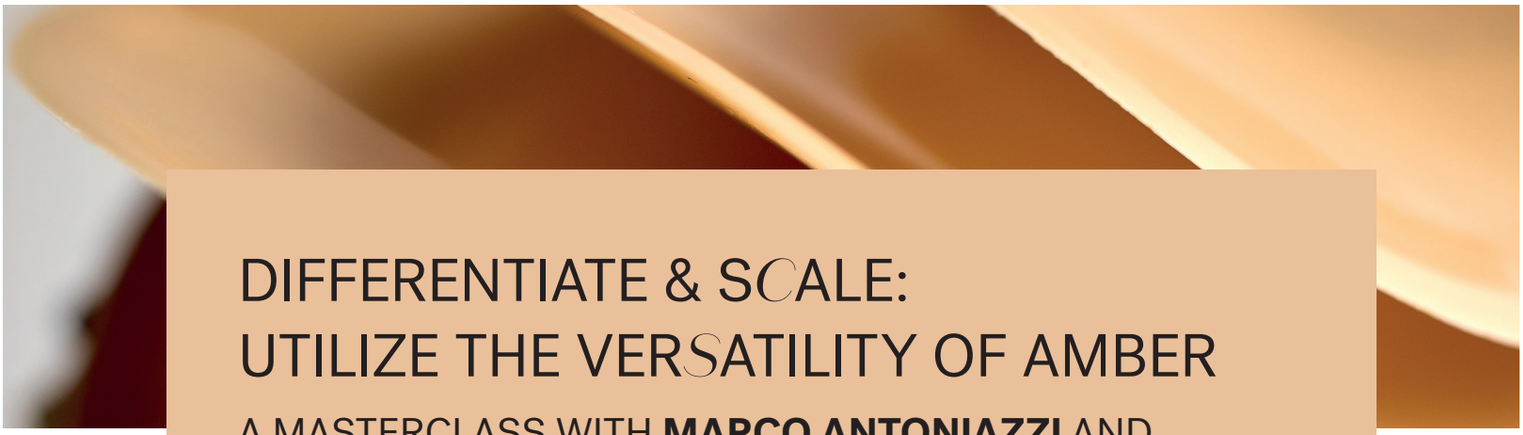


1,986 FAMILIES IN CAMEROON
whose livelihoods directly benefit whenever you choose this origin

By incorporating **Belcolade Origins Noir Cameroon 80% Cacao-Trace** into your recipes, you can increase loyalty and brand image through offering a product that blends both – artisan craft and positive social impact.



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DIFFERENTIATE & SCALE: UTILIZE THE VERSATILITY OF AMBER

A MASTERCLASS WITH **MARCO ANTONIAZZI** AND **ALESSANDRO NIRCHIO**

MEET THE MASTERS

MARCO ANTONIAZZI

Founder & Owner, Pasticceria Antoniazzi



Named Italy's Pastry Shop of the Year in 2025 and World Pastry Star in 2016.
From a single patisserie to managing 10 store locations across Italy, Marco has achieved what many dream of: scaling a pastry business while maintaining hand-crafted excellence.
He is a trusted partner to iconic luxury brands like Ferrari.
His philosophy centers on turning standardized signature flavor profiles into sustainable business growth, from events to stores.

ALESSANDRO NIRCHIO

Belcolade Technical Advisor



Winner of the 2017 The Ultimate Chococake Award.
Beyond his role as an Advisor, Alessandro is also a Demonstrator & Italian Ambassador.
He spent years honing his craft in Italian Michelin-starred establishments, such as the world-famous Palazzo Sasso on the Amalfi Coast.

DELIVER ON THE MODERN CONSUMERS' CRAVINGS FOR NOSTALGIA

For today's consumer, chocolate is far more than a treat – it is an emotional experience. And few flavor profiles hold an emotional pull as universal as caramel. It evokes immediate nostalgia and feelings of comfort.



"Caramel has acquired a certain status. As soon as the word is mentioned, people are sold."

MARCO ANTONIAZZI





To support you in capturing this demand for nostalgia and comfort, we've developed:

BELCOLADE SELECTION AMBER CACAO-TRACE

FLAVOR PROFILE

Amber gives master chocolatiers a reliable foundation. With its warm, golden hue and caramel flavor profile, it offers an immediately eye-catching and distinctive identity that can be incorporated in various ways.

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AMBER: THE FOURTH CHOCOLATE TYPE

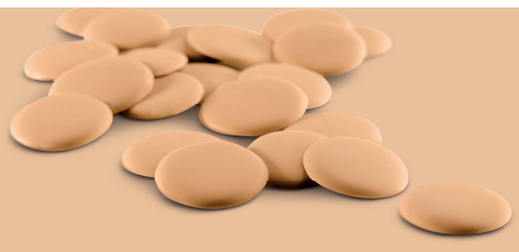
Considered a true fourth chocolate type alongside dark, milk, and white, Amber is created through a slow-cooking production process that naturally caramelizes the milk and sugar.

The result is a warm, glowing Belgian chocolate with rich notes of salted butter caramel and long-lasting finish of cooked milk.

"It fills a genuine gap in the market with a **uniquely balanced profile made for versatility.**"

ALESSANDRO NIRCHIO





"Amber's power lies in how effortlessly it can be applied in various applications – from bonbons and glazes to gelato and panettone – perfectly pairing with bright citrus like lime or deep, toasted notes like hazelnut and espresso."

MARCO ANTONIAZZI



AMBER DELIVERS FLAVOR, COLOR, AND VERSATILITY

When moving from a single workshop to multiple locations or higher production volumes, maintaining consistent quality across every batch can feel like an uphill battle.

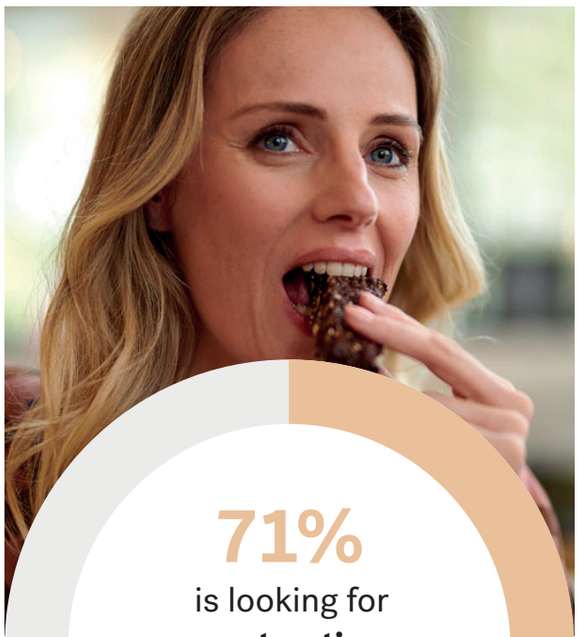
If a chocolate creation requires too many delicate steps, efficiency suffers, labor costs rise, and flavor, color and texture consistency slips. Beyond that, whether you are catering at large dinner events or at smaller retail locations serving tourists, the quality must remain identical.

But distinctiveness cannot come at the expense of performance. Amber's biggest benefit is how versatile it is – whether molded, dipped, or infused into ganache.

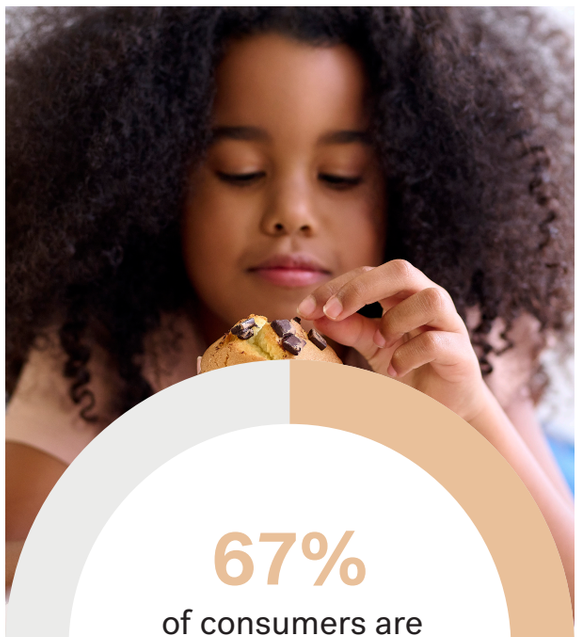
Having a standardized foundation is what allowed Marco Antoniazzi to grow from a single store into multiple locations and high-profile partnerships with brands like Ferrari. Instead of cluttering the workshop with lots of ingredients, a single, high-performance base guarantees consistency across every touchpoint.

So, how do you leverage this new color and flavor profile to differentiate your products while keeping workshop production standardized? Let's see how our experts approached this.





71%
is looking for **contrasting textures** in a single bite - with **taste as primary driver**.*



67%
of consumers are eager to explore **new formats**.*

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SIGNATURE CREATION:

THE ‘AMBER BISCUIT MOELLEUX’

The outcome of this partnership is the ‘Amber Biscuit Moelleux’ – a creation showcasing Amber’s flavor, texture, and color versatility.

The result is a unified chocolate creation that looks elegant, yet can be prepared efficiently in volumes by a team.

Knowing that textural contrast is what consumers crave today, Marco and Alessandro integrated Amber across three layers:

THE CRUNCHY FINISH
Tempered into a high-shine almond coating that provides a satisfying snap upon first bite.



THE CREAMY CORE
Infused into a silky coffee cremeux, where the bitterness of the coffee beautifully balances the warm salted-butter caramel notes of the Amber.

THE BAKED BASE
Incorporated directly into a soft, moist biscuit.

Discover the recipe here

CRAFT SIGNATURE CREATIONS, SUSTAINABLY

Beyond its visual appeal and distinct salted butter caramel taste, **Belcolade Selection Amber Cacao-Trace offers a commitment to sustainability**.

Similarly to our single-origin range, **Belcolade Selection Amber Cacao-Trace carries the Cacao-Trace certification** – ensuring that great taste and high-performance go hand in hand with sustainable impact.

Learn more about the **Cacao-Trace program here**.



By returning a direct **Chocolate Bonus**, Cacao-Trace turns consumer indulgence into tangible, life-changing progress. **In 2025 alone, the program distributed**

€3.4 MILLION

in Chocolate Bonus to cocoa farming families – delivering a life-changing impact through higher incomes, improved education, and healthcare access for local communities.

Great taste and responsible sourcing is what modern chocolate lovers actively seek out. Choosing **Belcolade Selection Amber Cacao-Trace** allows you to deliver on that promise without compromise, pairing versatility with a powerful story of sustainability that resonates deeply with consumers.

Through the Cacao-Trace program, every kilogram of Selection Amber you work with directly supports cocoa-farming communities.



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YOUR PARTNERS IN CREATING CHOCOLATE MAGIC

Belcolade is the quality chocolate brand dedicated to professional chocolatiers, confectioners, pâtissiers, as well as any professionals using quality chocolate ingredients.

Our purpose is to move the planet forward by creating innovative tastes and sustainable chocolate solutions which positively disrupt the chocolate industry to the benefit of people everywhere.

We view chocolate making as a collaborative art, and strive to be your partner at every step. Through **innovative solutions, accessible expertise, technical support, and continuous co-creation**, we are dedicated to supporting your growth at every stage of your business – so you can focus on what matters most: creating chocolate magic.

READY TO CREATE YOUR NEXT MASTERPIECE?

Contact us for more information

www.belcolade.com

A BRAND OF puratos
Food Innovation for Good

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