



# Ground chocolate

The new  
chocolate drink  
experience

---

Finely grated single origin  
chocolates



VALRHONA

Let's imagine the best of chocolate®



## Valrhona is reinventing chocolate beverages with Ground chocolate

Ground chocolate is a **range of ready-to-use finely grated single origin dark chocolates** which offers a whole **new chocolate beverage experience**. It is for professionals - including baristas, shop-based creatives and restaurateurs - who want to amaze customers with an original tasting experience thanks to a range of quality chocolate drinks.

# Ground chocolate: a new product specially designed to meet professionals' and consumers' aspirations

It is clear that the coffee and tea shop market is growing very rapidly all around the world. Hot drinks have been on the rise for a few years now and are a popular consumer choice.

Customers look for innovations and the chance to experience new flavors, but most crucially they want **quality and transparency** about ingredients' origins. As they do with coffee, consumers want their chocolate drink to take them on a journey. They want to find out more about the cocoa's origins and discover characterful new flavors.

With Ground chocolate, Valrhona is responding both to end customers' aspirations and professional customers' need to stand out from the crowd thanks to a range of two single origin dark chocolates. Their aromatic profiles are unique to their terroirs, and their cocoa is **100% traceable back to the producer**.

« As a barista, my aim is to breathe new life into classics like hot chocolate and offer a surprising new experience. »

Quentin Jacquemaire  
Barista Instructor at Cafés Coutume in Paris

« Customers have an appetite for purer, more natural products. And chocolate beverages are a perfect representation of this, thanks to their palette of natural flavors (...). »

Craig Alibone  
Pastry chef and owner of a tea room in Bodø (Norway)



# Ground chocolate: when chocolate beverages get creative

Up to now, the food service's chocolate drinks offer has essentially been made up of mixable cocoa powder or ready-to-make mixes with a cocoa powder, sugar and milk powder base.

With Ground chocolate, Valrhona is bringing its expertise in making couvertures and sourcing exceptional chocolates to the world of beverages, offering professionals a finely grated texture which is easy and quick to use in truly delicious, intensely flavored creations.

Unlike standard chocolate drinks, Ground chocolate offers a **intense real-chocolate flavor**. It lends them the nuance and singular aromatic profiles which come uniquely with these single origin chocolates. Its cocoa butter **adds texture to the drinks**. Creamier, silkier and simply tastier, it's a genuine culinary experience which takes consumers on a completely new taste journey.

A whole new set of possibilities has been opened up for beverage professionals to explore. They can unleash their creativity, invent new recipes, and play around with a new texture and two aromatic profiles.

Ground chocolate works with dairy milk, oat-based drinks or just water, and drinks can be made using a steam wand, manual hot chocolate makers and special hot drinks shakers.

**Ground chocolate brings creativity to your hot or cold drinks**, including chocolate cocktails, mochaccinos, chaicolattes, and hazelnut praliné hot chocolates. It can also be used in pastry-making and as an added ingredient, topping or decoration.

« Ground chocolate is very different from a standard cocoa powder. It's made of freshly grated chocolate with a much more intense flavor. And the cocoa butter gives drinks more texture. »

Quentin Jacquemaire  
Barista Instructor at Cafés Coutume in Paris

# A range of grated single origin chocolates that reflects Valrhona's ethical commitments

The Ground chocolate range is made up of two single origin dark chocolates. One is a Ghanaian single origin with a sweet and spicy aromatic profile, while the other is a Grenadian single origin which stands out for its balanced profile and ripe fruity notes.

Ever true to its commitments to transparency and traceability, **Valrhona has developed these two products using cocoa beans that can be 100% traced back to growers in Ghana and Grenada.** These commitments mean we can guarantee customers quality products, including cocoa grown by producers working in good conditions on plantations away from protected natural areas.

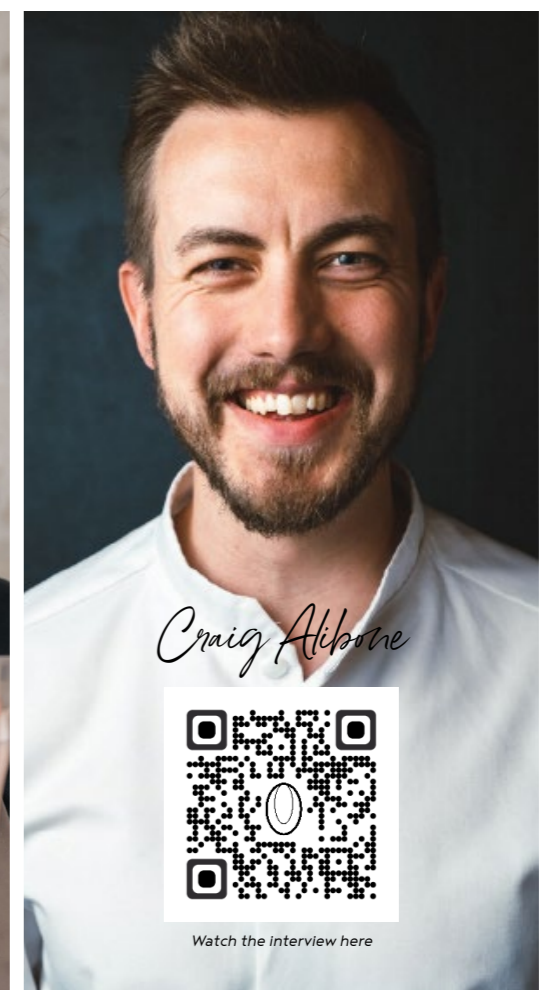
Format: 3kg bag - Price: 17,05 €/kg for Granada and 16,25 €/kg for Ghana



# A range developed in partnership with experts

So that we can offer a product that meets professionals' needs as exactly as possible, Valrhona has worked in partnership with **two experts, Quentin Jacquemaire (barista and instructor at Cafés Coutume in Paris, France) and Craig Alibone (Norwegian pastry chef and tearoom owner in Bodø, Norway).** They were given five products to put to the test at a blind tasting session and in recipes, following on from which they and their teams **unanimously selected the Ghanaian and Grenadian** single origins. These two different aromatic identities (and the respective gustatory journeys they offer) open up a whole range of creative possibilities.

**To inspire professionals, Quentin Jacquemaire and Craig Alibone gave their imaginations free rein as they created 13 exclusive recipes (8 beverages and 3 pastries) in a recipe booklet which now is available on request.**





## Chaicolatte



30 g **GROUND CHOCOLATE**  
 20 g **Water**  
 50 g **Chai liqueur**  
 100 g **Whole milk or 120g plant-based  
 oat drink**

Place the Ground chocolate in a jug, then add the hot water and stir it with a spoon to help the chocolate shavings melt.  
 Pour the chai liqueur into the jug then add the milk.  
 Heat the mixture using a steam wand.  
 Serve in your cup of choice.



## Raspberry honey hot chocolate



40 g **GROUND CHOCOLATE GHANA  
 or GRENADE**  
 10 g **Honey**  
 90 g **Whole milk or oat drine**  
 25 g **Water**  
 20 g **Raspberry purée**

Put the Ground chocolate and honey in a shaker.  
 Heat the milk, water and raspberry purée to 160°F (70°C), then put them in a shaker.  
 Shake the shaker vigorously.  
 Strain the mixture into your cup of choice.



About Valrhona

## **TOGETHER, GOOD BECOMES BETTER**

A partner of taste artisans since 1922, and a pioneer and specialist in the world of chocolate, Valrhona defines itself today as a company whose mission statement “Together, let's use good food to make the world a better place” conveys the strength of its commitment. Together with its employees, chefs, and cocoa producers, Valrhona creates the best in chocolate to shift the status quo towards a fairer, more sustainable cocoa industry and gastronomy that tastes great, looks great and does great things for the world.

Building long-term partnerships directly with cocoa producers, sharing know-how and looking for the next chocolate innovation are the challenges that drive us to do better every day. Working alongside chefs, Valrhona promotes craftsmanship and supports them in their quest for uniqueness by constantly pushing the limits of creativity.

Thanks to its constant engagement with this raison d'être, Valrhona is proud to have obtained the very demanding B Corporation® certification. It rewards the world's most engaged companies that put equal emphasis on economic, societal, and environmental performance.

This distinction emphasizes our “Live Long” sustainable development strategy, marked by the desire to co-construct a model with a positive impact for producers, employees, taste artisans, and all chocolate enthusiasts.

Choosing Valrhona means committing to responsible chocolate made only from cocoa that can be traced back to the producer. 100% of the cocoa that we use can be traced back to the producer, which provides the assurance of knowing where the cocoa came from,

who harvested it, and that it was produced in good conditions. Choosing Valrhona means committing to a chocolate that respects both people and the planet.

[www.valrhona.com](http://www.valrhona.com)

### **Press contact:**

Véronique Huberts

[M.veronique.huberts@valrhona-selection.com](mailto:M.veronique.huberts@valrhona-selection.com)

