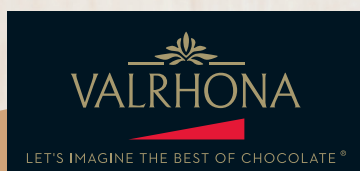


PRESS RELEASE

# CARANOA 55%

An exemplary gourmet chocolate

VALRHONA HAS CREATED  
THE 1<sup>ST</sup> GOURMET DARK  
CHOCOLATE FLAVORED WITH  
LIGHTLY SALTED BUTTER  
CARAMEL





# “VALRHONA IS SHAKING UP THE WORLD OF CHOCOLATE”

**Valrhona is shaking up the world of chocolate with an incredibly delicious, all-new addition to its couverture range. The latest challenge met by Valrhona's teams of flavor experts is an innovation that unlocks real benefits for professionals across the food industry: the 1<sup>st</sup> ever dark chocolate, flavored with lightly salted butter caramel.**

**This new product delicately blends powerful luxury cocoas, creamy lightly salted butter and smooth, soft caramel enhanced with a pinch of fleur de sel. Caranoa 55% creates a flavor experience unlike any other dark chocolate.**

## CARANOA 55%, **CULTIVATING A TERROIR**, CAPTURING THE FLAVOR OF OUR REGIONS

The sourcing teams who travel the world in search of the rarest cocoas are on a quest for excellence – But France remains an inexhaustible source of inspiration for Valrhona. The company's ambition to create new flavors so that restaurateurs, pastry chefs and chocolatiers can express their creativity has taken it right to the heart of the best that regional France has to offer.

Valrhona's teams had the idea of adding PDO butter, crème fraîche from Normandy and fleur de sel from Guérande to fine cocoa varieties. These carefully measured ingredients subtly reveal an entirely new side to an outstanding dark chocolate: A sweet gourmet deliciousness that was once the preserve of milk and white chocolates.

This trio of ingredients has been selected with the same demand for sophistication and quality that applies to all Valrhona's cocoas. They are all the product of exceptional traditional knowledge and help to create a unique, authentic chocolate free from preservatives and artificial flavors and colors.

## CARANOA 55%, **A RESOLUTELY ON-TREND**, CARAMEL-FLAVORED DARK CHOCOLATE

This innovation owes its brilliance to the way its caramel is made. This is no simple flavoring to add a little bit extra to the dark chocolate: It is real caramel made just the same way it would be for pastry, by adding butter, then deglazing it with crème fraîche.

Caranoa 55% is giving gourmet consumers exactly what they want: Quality, and products with distinctive origins – Something Valrhona also strongly believes in.

Caranoa 55% is certainly a gourmet treat, but its sugar content is actually low as compared to a traditional milk or white chocolate. In this way, it is perfectly aligned with a key consumer trend. Caranoa 55% meets the needs of consumers who want flavor and lots of it – But who also want it to be essentially natural\*.

\*Trend Panorama SIAL 2018.





## A DARK CHOCOLATE THAT **OPENS UP A WHOLE NEW RANGE OF PROFESSIONAL POSSIBILITIES**

Caranoa 55%, is a voluptuous, gourmet blend whose gorgeous chocolatey notes mingle on the palate with subtle caramel and butter flavors, topped off with a hint of salt.

Caranoa 55% embodies the Valrhona teams' virtuoso talent. They have worked hard to redesign a traditionally intense dark couverture to create a subtle new version in which powerful flavors are delicately counterpointed with creamy notes.

*"Developing Caranoa presented us with a new challenge, and a pretty difficult one at that. We needed to figure out how to blend gourmet ingredients such as caramel, cream, and lightly salted butter into a dark chocolate recipe, when they're more traditionally used in milk chocolates."*

*It took several trials before we balanced the three key aromatics – the bitterness and astringency of the cocoa; then the butter caramel's warmer notes; and finally the a hint of salt – but I think we met our objective of creating an experience where all three flavors follow in clear succession, which is what lends the chocolate its real complexity."*

**Christophe Devaux**, R&D Project Manager.



## THERE ARE SO MANY POSSIBILITIES FOR **NEW GOURMET CREATIONS**

This innovation uses a perfect balance of carefully measured ingredients, blazing a new trail for professionals to follow as it does so. They now have the opportunity to capitalize on Valrhona's expertise to bring a touch of caramel to their chocolate creations. Caranoa also brings the added guarantee of an even caramel flavor and an ideal texture.

While Caranoa 55% is perfect for cream mixes and ganaches (its optimal applications), it can also make for interesting bars and molded items, which bring out all its complexity. It can be used for coatings, mousses, ice creams and sorbets too. Its many applications and great delicacy of flavor adapt to all kinds of occasions, whatever the season, from Christmas to Easter and every day in between!

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## REMARKABLE RECIPES GOURMET DARK **GANACHE** AND **FROSTING**

Pastry Instructor Baptiste Blanc and Pastry Chef Nicolas Riveau – both of them team members at L'École Valrhona – have created two original recipes that showcase the range of quality flavors Caranoa 55% creates in its optimal applications: Ganache and frosting.

### CARANOA TARTLET



### POP'S ÉCLAIR



To explore these recipes, go to: [www.valrhona.com](http://www.valrhona.com).

*"The interesting thing about Caranoa is that it gives such a balanced, even caramel flavor. You can really taste the powerfully dark chocolate and the caramel notes, but it never becomes overly sweet."*

**Baptiste Blanc**, Pastry Chef at L'École Valrhona



About Valrhona

## VALRHONA, MAKING THE BEST OF CHOCOLATE

As a partner to flavor artisans since 1922 and a pioneer and leader in its market, Valrhona has committed to a collaborative vision of chocolate alongside all its stakeholders, from its cocoa producers to its suppliers, employees, and customers.

Valrhona and its partner producers make the best of chocolate by selecting and growing fine varieties that contribute to cocoa's diversity. Its sourcing team travels the world to form sustainable relationships with cocoa producers, so that innovation can become a constant part of each step in the chocolate-making process. Because the plantations are where the industry's future will be forged, Valrhona and its producers have committed to supporting local communities' welfare and forward-looking, sustainable cocoa-growing practices.

Valrhona's employees are making the best of chocolate and pushing back creative limits with an ever-widening aromatic range, so that they can spark the next revolution in the world of chocolate. From couvertures to chocolate bonbons, decorations and nibbles, Valrhona's ranges open up new horizons for flavor artisans who can count not just on products' quality and consistent flavor, but on their maker to act as a responsible, environmentally friendly partner.

Alongside chocolate's passionate advocates, Valrhona is making the best of chocolate so that we can all share our expert skills and knowledge. Together, we are shining an ever-greater light on gastronomy and bringing chocolate experiences to life at L'École Valrhona, international events (including the World Pastry Cup and C3) and the Cité du Chocolat.



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