

MEXICO

the start of a great chocolate heritage



When Cortes and his men first set foot in Mexico in the 16th century, one of the strange things they encountered was “Xocotlatl.” They were surprised to see the Aztecs using a small almond-like seed as currency. No one could have imagined that this would have led to the spread of cocoa and chocolate around the world. The New World still harbors the legends of the Mayas, Toltecs and Aztecs. Its pyramid cities and ruins bear witness to ancient cults and advanced civilizations that were swallowed up in the night of history. Mexico’s cocoa trail leads us to the eastern state of Tabasco on the Caribbean coast and its southern neighboring state of Chiapas on the Pacific.

CALLEBAUT

MEXICO

72.2% cocoa

ORIGINE DARK CHOCOLATE



HISTORY AND ORIGIN OF MEXICAN COCOA

Mexico has always played an important role in cocoa cultivation, although the growing importance of neighboring countries in cocoa cultivation led to a decline in production. Since 1940, when stability returned to the country, cocoa production has risen once more from 2,000 tons to 40,000 tons. The original Criollo varieties have been gradually replaced with the stronger Forastero varieties, leading to bigger yields. But it is the extraordinary, fine flavor of the original Criollo that we are interested in. It is only found rarely nowadays, but produces extremely aromatic cocoa.

SOME RECIPES

You can find these recipes on www.callebaut.com, or contact your local sales representative for hard copies

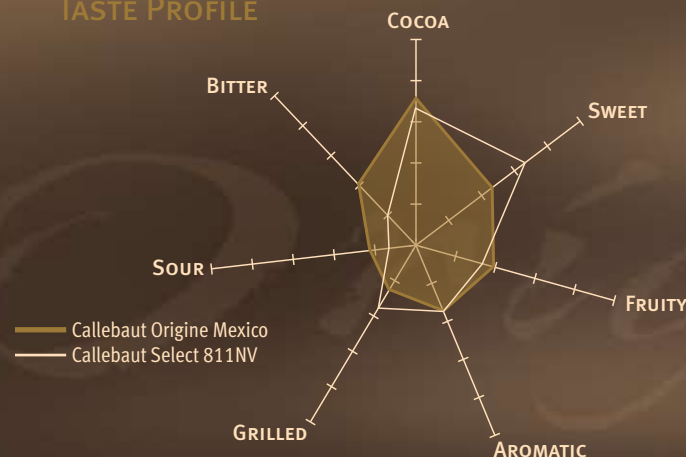
- Maya, a dipped praline with ganache from dark chocolate Origine Mexico

ORIGINE CHOCOLATE MEXICO

Mexico has a rich cocoa content, determining its dark color and intense taste. Its rather bitter taste is very well balanced with plenty of appealing, fresh and fruity flavors and aromas.

Name	Ref.	Viscosity	Packaging
Mexico	CHD-U72MEX-553	☹☹	Callets™ 8x2.5 kg

TASTE PROFILE



Barry Callebaut North America • 600 West Chicago Avenue • Suite 860 • Chicago, Illinois • USA • 60610
Barry Callebaut Canada • 2950 Nelson Street • St. Hyacinthe • Quebec • Canada • J2S 1Y7
Customer Service: 1.800.836.2626 x9020



Majestic VENEZUELA



Venezuela expresses its majesty in many ways. The Orinoco, the world's third largest river, meanders through Venezuela's impressive landscapes. The Angel Falls are the highest waterfall on earth, plunging 3,208 feet into the Devil's Canyon below. Lake Maracaibo, for its part, is the largest enclosed body of water in South America. The list goes on: the dreamscapes of the deep Guacharo caves, housing thousands of oilbirds, or the impressive table mountain formations in the Canaima National Park, the swamps of Los Llanos... Venturing to the northwest of the country takes us to the ancestral home of the cocoa tree, in the eastern Guyana region of the Orinoco basin.



VENEZUELA

66.1% COCOA

ORIGINE DARK CHOCOLATE



HISTORY AND ORIGIN OF VENEZUELAN COCOA

For centuries, Venezuela was famed for its fine cocoa varieties of the pure Criollo type. Regrettably, most of these have disappeared since Forastero types from Trinidad were introduced around 1825. Remnant plantations of the Criollo type are still to be found around Lake Maracaibo and along the coast, to the West of Caracas. They yield very small harvests, but of an extraordinary quality. The same goes for the Trinitario cocoa that is grown in the Barlovento and Paria Peninsula areas.

SOME RECIPES

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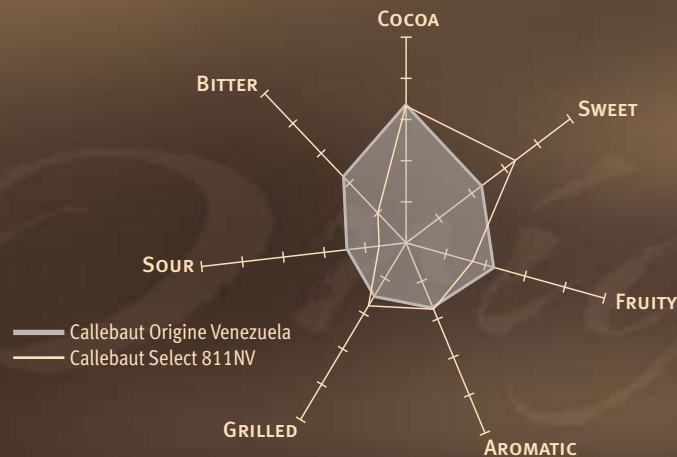
- Carriacou, an enrobed praline recipe based on dark chocolate Origine Venezuela

ORIGINE VENEZUELA CHOCOLATE

This exclusive dark chocolate has a high cocoa content, and yet its character is very mild. Its fresh sourness releases rich fruity flavors and aromas, reminiscent of grapes.

Name	Ref.	Viscosity	Packaging
Venezuela	CHD-066VEN-553	☹☹☹	Callets™ 8x2.5 kg

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