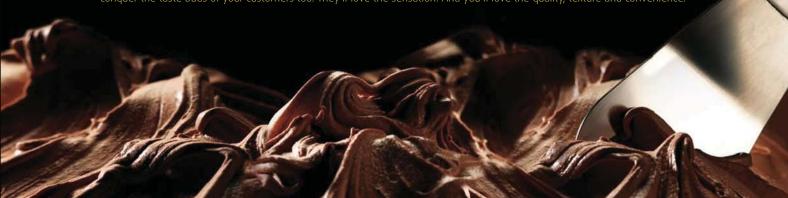


Pure Sensation Il gelato di cioccolato



Are you ready for the best chocolate ice cream premixes ever made?

The best of the Italian ice cream tradition and the Finest Belgian Chocolate have melted together in Pure Sensation: a range of 6 different chocolate ice cream premixes. They already conquered Italy with their taste and texture. Now let them conquer the taste buds of your customers too. They'll love the sensation. And you'll love the quality, texture and convenience.



Pure Sensation,

6 revelations for the demanding professional

Italian ice cream specialists and Callebaut created Pure Sensation for the discerning ice cream professional. These chocolate ice cream premixes are based on 6 of Callebaut's most expressive chocolate couvertures. Each recipe offers a completely unique chocolate taste – every time of the highest quality – and the best texture ever obtained in ice cream premixes.

Unique taste

- Trough innovative premix recipes with Callebaut's Finest Belgian Chocolate, these ice cream recipes taste overwhelmingly rich, refined and intense.
- Pleasant and long aftertaste thanks to the use of real Callebaut chocolate – instead of cocoa powder as in many other recipes on the market.

Creamy and light texture

- Pure Sensation is made according to the Italian tradition of milk based ice cream.
- It has a creamy, velvety and smooth texture.
- It is very elegant and light at the same time.



Pure innovation

- · No other ice cream premix on the market obtains this level of quality:
 - The pasteurized milk based formula guarantees perfect microbiological stability.
 - Unique breakthrough: the only ice cream premix on the market that offers a deep, appealing colour and smooth, light texture based on real chocolate instead of the traditional cocoa powder.
- No other ice cream premix can compare so closely to the best home made ice cream.
- For your customers that look for a new, authentic experience: Pure Sensation comes in 3 exquisite Origin Chocolate varieties too each different in taste, unique in character.

Pure Sensation

3 overwhelming chocolate tastes to choose from



3 Origine chocolates for a unique sensation



Technical info:

Unrivalled efficiency

- · Pure Sensation is ready in about 1 hour.
- · Allows professionals even to keep up with high demand on peak days.
- Avoids excess production beforehand.

Ready in a record time



Add 2 L of warm water (60°C) to 1 bag of Pure Sensation.



Mix well in a blender.



Shortly leave to ripen in the fridge: only 30 minutes!



Turbinate in an ice cream maker.

Easy to dose

· 1 bag + 2 L of water = 3.350 kg ice cream

10 bags per cartonShelf life: 24 months

• Storage: 12–20°C / 53–68°F

Technical data

Name	Description	Order code	% chocolate	Packaging
Pure Sensation – Fondente	Mix for dark chocolate ice cream	MXD-ICE29-X52	29%	Bag 1.350 kg
Pure Sensation – Al Latte	Mix for milk chocolate ice cream	MXM-ICE30-X52	30%	Bag 1.350 kg
Pure Sensation – Bianco	Mix for white chocolate ice cream	MXW-ICE56-X52	56%	Bag 1.350 kg
Pure Sensation – Origine Tanzanie	Mix for dark chocolate ice cream with Origine chocolate Tanzanie	MXD-ICE27TAZ-X52	27%	Bag 1.350 kg
Pure Sensation – Origine Sao Thomé	Mix for dark chocolate ice cream with Origine chocolate Sao Thomé	MXD-ICE18STO-X52	18%	Bag 1.350 kg
Pure Sensation – Origine Saint Domingue	Mix for dark chocolate ice cream with Origine chocolate Saint Domingue	MXD-ICE27SDO-X52	27%	Bag 1.350 kg

^{• 10} bags per carton • Shelf life: 24 months • Storage: 12-20°C / 53-68°F

1001 ideas for decorations and presentation

If you're looking for chocolates to dip ice cream, the widest variety of chocolate cups, decorations or creative presentation ideas, then go to www.callebaut.com. You'll find everyting you need!

