



deZaan

OPEN UP A WORLD OF COCOA

AND EXPERIENCE THE ULTIMATE IN PREMIUM COCOA.
DEVELOPED FOR THE TASTE OBSESSED.

THINK YOU KNOW COCOA?

As a discerning professional who takes pride in using only the finest ingredients, we thought you might be interested to understand a little more about the different kinds of cocoa.

DUTCHING

The dutching (aka 'alkalisation') process significantly impacts the colour and flavour of cocoa powder. It generally leads to a darker or redder cocoa powder, mellowing the taste for deeper flavours to emerge. It also impacts the pH, with natural (non-dutched) cocoa powders having a pH of around 5 and heavily dutched powders having a pH of around 8. This change in pH needs to be considered for recipes using leavening agents (e.g. baking soda), which react with acidic ingredients (e.g. natural cocoa powder) to create carbon dioxide, causing the recipe to rise and become lighter and drier.

FAT CONTENT

Cocoa powder is the ground up cocoa nib with much of the cocoa butter ('fat') extracted. How much cocoa butter remains will impact the cocoa powder and how you use it. Cocoa powder generally comes in either low fat (10-12% fat content) or high fat (20-24% fat content). Higher fat cocoa powders will normally have a more intense flavour and provide a richer mouthfeel, but the extra cocoa butter might not be suitable for every recipe. Whilst high fat cocoa powders appear darker in colour when in powder form this can change when added to a recipe.

INTRINSIC/EXTRINSIC COLOUR

One of the many remarkable things about cocoa powder is the way the colour can change so dramatically from its extrinsic state (i.e. in dry powder form) to its intrinsic state (i.e. when added to other ingredients). For example, Deep Russet appears lighter than Terra Rossa in their extrinsic states (this is because Terra Rossa has a higher fat content) but when added to other ingredients it becomes a much darker hue. It is therefore important to compare colours in their intrinsic states — you can see this on the range section of our website DEZAAN.COM

THE DEZAAN COCOA RANGE

TERRA ROSSA

Warm and smooth high fat cocoa powder for velvety cocoa classics

BISCUITS



DESSERTS



CAKES & BREADS



ICE CREAMS



DRINKS



CONFECTIONERY



SNACKS



SAUCES



DUTCHED

FAT
22-24%

PH LEVEL
7.2 - 7.6

DEEP RUSSET

Rich and versatile low fat cocoa powder for indulgent chocolate creations

BISCUITS



DESSERTS



CAKES & BREADS



ICE CREAMS



DRINKS



CAKES & BREADS



SAUCES



CONFECTIONERY



DUTCHED

FAT
10-12%

PH LEVEL
7.5 - 7.9

ARTISAN BLACK

Intense low fat cocoa powder for darkly decadent experiences

BISCUITS



SAUCES



SNACKS



CAKES & BREADS

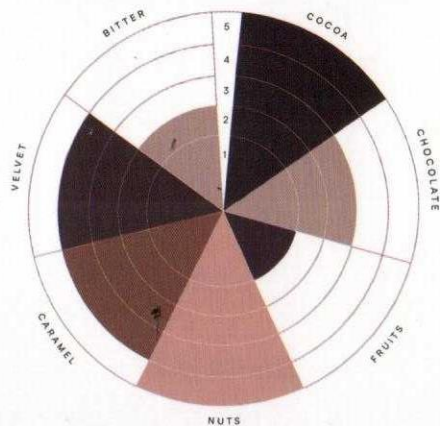


DUTCHED

FAT
10-12%

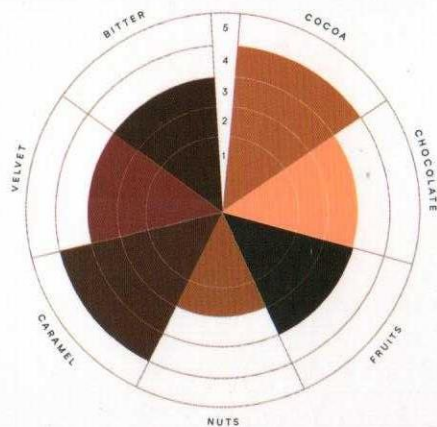
PH LEVEL
8.0 - 8.6

TERRA ROSSA FLAVOR PROFILE



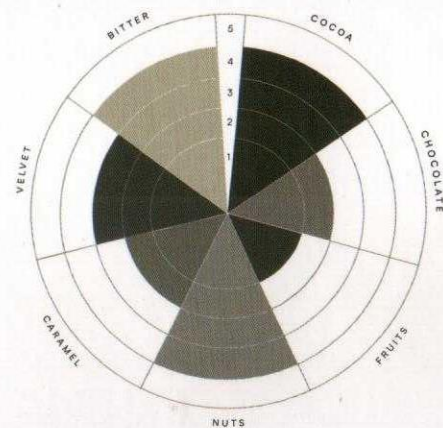
TRY PAIRING WITH:
VANILLA, MANGO, RHUBARB, OATS,
AMARETTO, OR EVEN SALTED CARAMEL

DEEP RUSSET FLAVOR PROFILE



TRY PAIRING WITH:
CINNAMON, ORANGE, MANGO, CARROT,
HAZEL NUTS, TEA OR EVEN RICOTTA

ARTISAN BLACK FLAVOR PROFILE



TRY PAIRING WITH:
MINT, TAMARIND, SWEET POTATO, BLACK
SESAME SEEDS OR EVEN WHISKY

THINK COCOA, THINK DEZAAN

Created for the taste obsessed, our new professional range has been developed using innovative thinking, sustainable sourcing and traditional techniques honed over decades, to produce the ultimate premium cocoa range. Designed to inspire your creativity in the kitchen and help you elevate your desserts, confections, patisserie and hot beverages. With three distinctive varieties, each one with its own unique and distinctive flavour profile, we challenge you to think differently about cocoa.

A PALETTE TO INSPIRE YOUR PALATE

Think of these quality cocoas as the start point for your creativity - your cocoa palette. To help you experiment and discover what is possible we have a world of inspirational recipes at DEZAAN.COM and our Instagram channel [@DEZAANCOCOA](https://www.instagram.com/DEZAANCOCOA). But to help fire your imagination here is a brief introduction and some suggested flavour pairings from our team of development chefs.