



deZaan™



## Biscuits and Bakery

Celebrate the art of baking with quality cocoa powders



# Our bakery expertise

## ▲ A focus on quality

With more than a century of cocoa expertise, deZaan™ selects premium cocoa beans in origin countries and carefully creates the most consistent, flavourful cocoa powders essential for the biscuit and bakery sector.

## ▲ A dedicated partnership

To create a sensory experience for you, we have harmoniously united an impressive array of flavours and colours. Our diverse product line allows you to develop unique creations that excite and delight.

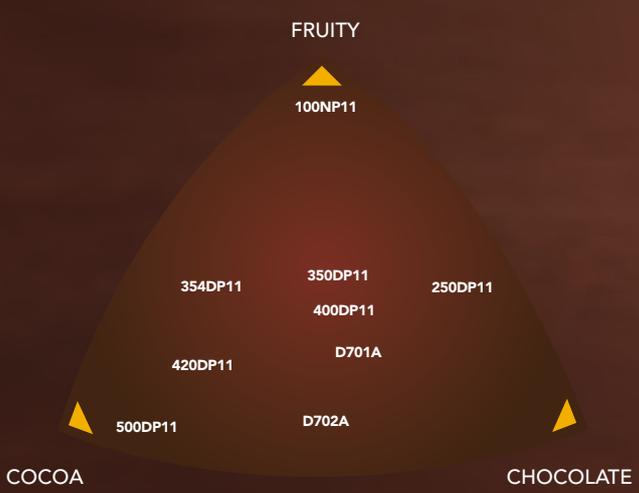
# Redefining the spectrum

We take pride in offering cocoa powders that look as bold as they taste.

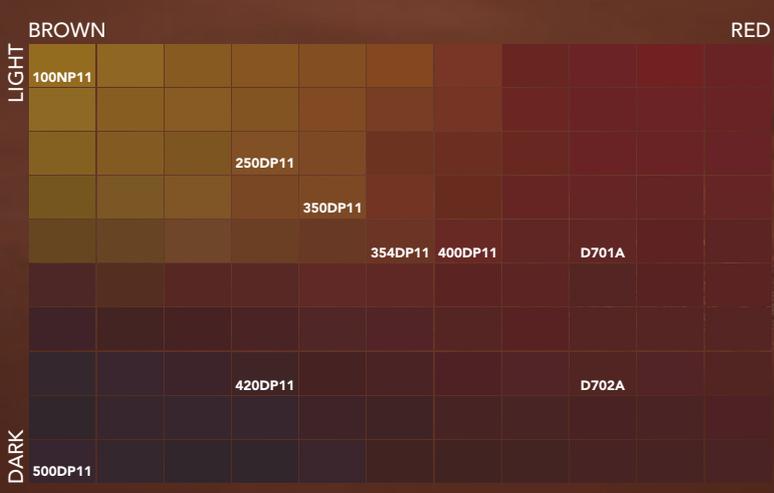
## ▲ Flavour and colour solutions

TYPE	ALKALISATION	FLAVOUR	PH	COLOUR	FAT%
100NP11	non-alkalised	mild cocoa, fruity note	5.6	light brown	10-12
250DP11	light	mild cocoa	7.2	brown	10-12
354DP11	medium	distinct cocoa	7.6	reddish brown	10-12
350DP11	medium	full-bodied cocoa	7.7	dark brown	10-12
D701A	strong	strong cocoa	7.9	intense reddish brown	10-12
D702A	strong	strong cocoa	7.9	dark reddish brown	10-12
400DP11	strong	intense cocoa	8.0	dark brown	10-12
420DP11	strong	strong dark cocoa	8.0	intense dark brown	10-12
500DP11	strong	strong bitter cocoa	8.3	black	10-12

## ▲ deZaan™ flavour profiles



## ▲ deZaan™ colour profiles



# Meet your match

Our distinct selection of medium to strongly alkalisated cocoa powders is specially designed to perfectly complement baked confections.

## ▶ Cocoa powders for dark chocolate cakes, muffins and brownies



**350DP11:** creates indulgent cakes and provides a full-bodied cocoa flavour.

**354DP11:** provides distinct cocoa flavour with bitter notes and an appealing reddish-brown colour.

**420DP11:** crafts rich dark chocolate taste and intense brown colour.

## ▶ Cocoa powder for cookies



**400DP11:** delivers a dark brown colour with intense cocoa flavour. It is the optimal product solution for formulation chocolate cookie and bakery products through our "Less is More" approach.

## ▶ Black cocoa powders for biscuits



**500DP11:** produces a black biscuit with a unique intense cocoa flavour.

5% 350DP11  
is equivalent  
to 4% 400DP11



## "Less is More"

The diverse deZaan™ portfolio allows for an approach that decreases the amount of cocoa powder required to achieve the same rich flavour and bold impact as standard cocoa powders, resulting in cost savings.

Example of 'Less is More' in an application

- Same satisfying taste
- Same full colour
- Cost reduction



## More than 100 years of experience

With more than a century of cocoa expertise, deZaan™'s success is built on the tradition of innovation and a passion for excellence. deZaan™ is a historic brand celebrated in the cocoa sector and represents a unique value to biscuit and bakery manufacturers.



# The essence of our cocoa powders

Our experts will assist you in creating applications that cater to contemporary tastes, are respectful of baking traditions and unique to you. When selecting a cocoa powder, we realise the importance of not only focusing on flavour and colour, but also determining how the unique characteristics of cocoa powder will affect the baking process.

## Cocoa powder characteristics in baked goods

PROPERTIES OF OUR COCOA POWDERS	IMPACT ON BAKING APPLICATIONS
<b>Alkalisiation</b>	<p><b>pH:</b> Alkalisiation, also known as Dutching, influences the pH, alkalinity, ash content, flavour and colour of our cocoa powders.</p> <ul style="list-style-type: none"> <li>• Our natural cocoa powders have a lighter colour and a lower pH. When using our natural cocoa powders in dough, recipes require either a higher dosage of baking soda as a leavening agent or a lower addition of acids.</li> <li>• The higher the alkalinity of our cocoa powders, the less baking soda is required in your bakery mixes.</li> </ul> <p><b>Colour:</b> Our highly alkalisied cocoa powders create more intense colours. The addition of baking soda in combination with alkalisied cocoa powder in a bakery mix will result in baked products with a reddish tone due to the high pH of both ingredients.</p> <p><b>Dough firmness:</b> The higher the alkalisiation, the thicker the dough. To help you obtain the appropriate viscosity for your dough, deZaan™ experts will support you in finding the right cocoa powder for your mix.</p>
<b>Water Absorption</b>	<p><b>Texture &amp; Volume:</b></p> <ul style="list-style-type: none"> <li>• Our cocoa powders readily absorb moisture and have the ability to absorb 100% of their weight. By replacing flour with our cocoa powder in your recipe and allowing for extra water to be added, you consequently avoid lack of volume and dry texture.</li> <li>• The amount of extra water needed differs per formula. When our alkalisied cocoa powders are used, more water is needed than with our non-alkalisied cocoa powders. Alkalisied cocoa powders tend to absorb more water in a shorter time period.</li> </ul>
<b>Fat Content</b>	<p><b>Texture:</b> The fat content of our cocoa powders has an effect on the texture of baked cookies. A cocoa powder with a higher fat percentage produces a softer cookie than a powder with a lower fat content.</p>





## Working together for a sustainable cocoa future

The Olam Livelihood Charter (OLC) invests in creating a sustainable and prosperous future for our farmers and rural communities in origin countries. We do this by sharing knowledge and skills and building long-term relationships based on fairness and mutual trust. Join us in our commitment and share your own sustainability story.

## Our services

### ▣ Cocoa Innovation Centres: Shorten your development cycle

Olam Cocoa operates Cocoa Innovation Centres around the world where deZaan™ experts assist in developing precision colours and textures for complex chocolate flavoured biscuit and bakery products.

In our highly equipped pilot plants in the USA, the Netherlands, Spain, UK, Brazil and Singapore, we combine technical knowledge and inspiration.

For more information, contact us at [cic@olamnet.com](mailto:cic@olamnet.com)

### ▣ Global presence

Our product line is continuously expanding and is marketed around the world. Our sales and distribution network for cocoa products is strategically positioned for optimum customer service in North and South America, Europe, Africa and Asia.

### ▣ Cross-divisional solutions

Olam Cocoa is part of Olam International's global agribusiness, which holds leadership positions in a wide portfolio of ingredients to complement the cocoa and confectionery sectors, including almonds, hazelnuts, cashews and peanuts; coffee; dairy; sugar and sweeteners; and spices from chilli to cinnamon. Our cross-divisional knowledge is available to customers and will assist with the acceleration of product development cycles.

The pictures show serving suggestions only.



# For more information

## EUROPE

### OLAM EUROPE LTD

New Zealand House  
80 Haymarket  
London SW1Y 4TQ  
UNITED KINGDOM  
T: (+44) 20 7389 6464  
F: (+44) 20 7389 6465  
E: [olamcocoaurope@olamnet.com](mailto:olamcocoaurope@olamnet.com)

### OLAM SUISSE SARL

Building A1 - Business Park Terre-Bonne  
Route de Crassier 7  
1262 Eysins  
SWITZERLAND  
T: (+41) 22 595 6795  
F: (+41) 22 595 6770  
E: [olamcocoaurope@olamnet.com](mailto:olamcocoaurope@olamnet.com)

## THE AMERICAS

### OLAM AMERICAS INC

13400 Bishops Lane,  
Suite 50  
Brookfield, WI 53005  
USA  
T: (+1) 262 785 5800  
F: (+1) 262 786 4760  
E: [olamcocoaamericas@olamnet.com](mailto:olamcocoaamericas@olamnet.com)

### JOANES INDUSTRIAL SA.

Rodovia Ilheus – Urucuca  
KM 04 – Distrito Industrial  
Ilheus – Bahia – Cep 45658-335  
BRAZIL  
T: (+55) 73 2101 2025  
E: [olamcocoajoanes@olamnet.com](mailto:olamcocoajoanes@olamnet.com)

## ASIA

### OLAM COCOA PTE LTD

342 Jalan Boon Lay,  
Jurong  
Singapore 619527  
SINGAPORE  
T: (+65) 6264 2611  
F: (+65) 6265 6126  
E: [olamcocoaasia@olamnet.com](mailto:olamcocoaasia@olamnet.com)



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