



deZaan™



## Cocoa Powders

An unsurpassed selection of flavour  
and colour solutions



## We share your passion for cocoa

How do you turn a mundane dessert into a desirable sweet treat?  
How do you craft enticing chocolate creations?

deZaan™ cocoa powder is **the answer to all your cocoa needs.**

**Passion:** The people of deZaan™ have a unique understanding of how to explore the potential of the cocoa bean and create products that delight customers.

**Trends:** deZaan™ continues to create the world's most preferred cocoa flavours to meet the growing consumer demand for more indulgent cocoa products.

**Your needs, Our solutions:** With the guidance of our customers, deZaan™ has created one of the world's largest assortments of cocoa flavours and colours.

## Let our expertise guide you

**Complete Supply Chain Control:** From cocoa farms to the finished product, deZaan™ ensures that our cocoa powders are of the highest quality and consistency.

**Less is More:** Our approach reduces the cost of cocoa ingredients by using the same rich flavour and impact level, but at a lower dose rate than standard cocoa powders.

**Innovation:** Emphasising the vitality of the deZaan™ tradition, we have created a bitter reduced cocoa powder, as well as the world's brightest red and darkest black powders.

## Quality you can trust

**Improving Agricultural Practices:** Through our sustainability efforts, we actively engage in the improvement of agricultural practices at farm level to ensure quality control of deZaan™ cocoa powders and improve farmer livelihoods.

**European specifications:** deZaan™ cocoa powders meet the most exacting specifications and stringent demands of the food industry.



### More than 100 years of experience

Cocoa powder was the discovery of Coenraad Johannes van Houten, whose company would eventually merge with deZaan™ in the 1960s. Since 1911, deZaan™ has perfected the art of turning cocoa beans into **the most flavourful** cocoa powders in the world.

deZaan™ cocoa powders have been the **industry standard** for generations of successful food product developers. The cocoa flavours and colours developed by deZaan™ continue to set the industry bar and remain a **constant source of inspiration.**



# A solution for every application

There are more than 150 different deZaan™ cocoa powders that provide customers with the ideal chocolate experience in a variety of applications. From our extreme black cocoa powder 500DP11, to the more mildly flavoured 200DP11, deZaan™ provides solutions for all applications.

## Biscuits & Cookies



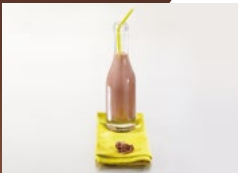
While continuing to evolve, **500DP11** is the standard-bearer of today's black powders. The standout characteristic of this deep, intense powder is its rich cocoa flavour, created and made possible by deZaan™ production processes. Among brown powders, **250DP11**, **350DP11** and **400DP11** provide the most sought after deep cocoa notes and aromas.

## Bakery



From our extreme black cocoa powder **500DP11** to a more mildly flavoured **200DP11**, deZaan™ provides solutions for all applications. Alternatively, choose **250DP11** for a slightly softer note or **400DP11** for a stronger cocoa flavour.

## Beverages



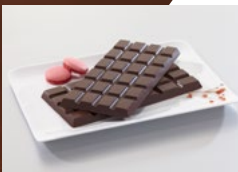
Imagine a chocolate drink with visual appeal at first sight. Upon the initial sip, a strong chocolate note greets you, followed by a lasting impression of rich cocoa flavour. All of these elements are exhibited with ease by **250DP11**. For pure liquid milk, **200DP11** offers a full and rounded cocoa experience, while preserving stability.

## Ice Creams



Something cold requires something bold. **D701A** is created with a strong, deep cocoa taste and releases flavour over a longer period of time, making it desirable for savouring ice cream. Choose **100NP11** for a natural powder with a light fruity twist or select **254DP11** for a modest red hue that imparts huge visual impact.

## Confectionery



**130SP11** is the ideal choice for achieving real cocoa flavour in applications. It preserves fruitiness, while providing a pleasant, rounded mellow taste that will leave you craving more. Its fine-tuned pH range allows ease of processing for compound production. **100NP11** and **200DP11** are also optimal choices for confectionery use.

## Dry Premixes



Whether it is cake, mousse, ice cream, waffle or custard mix, deZaan™ has a wide range of powders to achieve the perfect mix. Select **100NP11** for traditional chocolate flavour or **254DP11** for a slightly reddish tone. To attain a deeper colour, simply add a small amount of **500DP11**.

## Cereals



Boasting rich brown colour, **354DP11** cocoa powder turns into a delicate reddish-brown hue, while bleeding into milk and displaying a full-bodied cocoa and chocolate taste. **D443A** provides a similar, yet slightly more indulgent finish.

# Products developed to meet your needs

## ► An unmatched range of cocoa powders

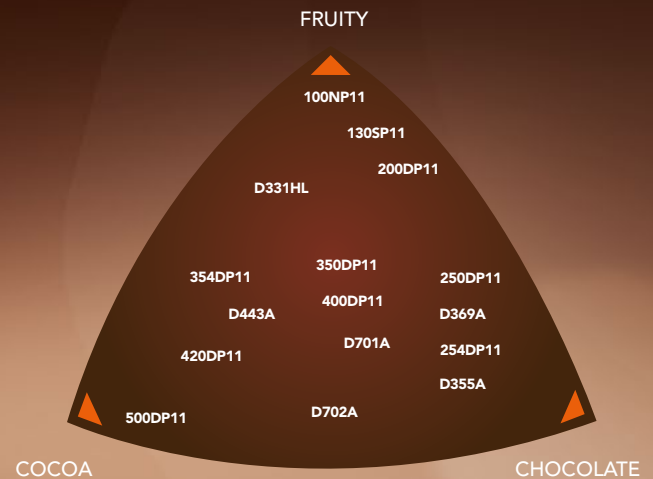
The ability to draw from the widest range of cocoa powders available encourages creativity and imagination. Providing the right chocolate flavour and colour to meet consumer expectation in different applications demands a multitude of attributes that deZaan™ powders possess.

**Flavour:** From fruity natural to bitter cocoa and rich chocolate.

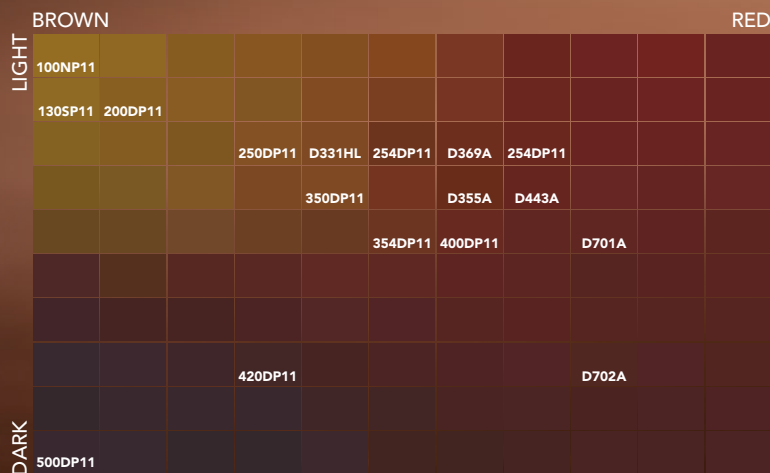
**Colour:** From vibrant reds to dark browns and black.



## ► deZaan™ flavour profiles



## ► deZaan™ colour profiles



**Fat content:** 10-12 percent.

**pH:** A selection of natural and alkalisied powders that provide satisfaction at the optimal pH for your application.

**Packaging:** Presently available in 1 kg, 25 kg and 50 lbs.





## 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 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.



# For more information

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