

Chocolate



What's Fine about
Fine Chocolate





The Name

- The word chocolate is believed to have come from the Aztec phrase “xocoatl,” a bitter drink prepared with cocoa beans.
- The Latin name for the cocoa tree *Theobroma cacao*, means “food of the gods.”



Originally a Beverage

- For most of the history of chocolate, it was consumed as an unsweetened beverage.



Magical

- The Mayans and Aztecs believed the cocoa bean had magical properties, and used it in their sacred rituals.



Top Chocolate Companies

- Mars – founded in 1883 in Minnesota, famous for Milky Way, Snickers, 3 Musketeers, M&M's.
- Hershey – founded in 1894, famous for Kisses and chocolate chips.
- Cadbury – Great Britain, founded in 1783, famous for Cadbury Crème Egg and Cadbury Dairy Milk.
- Nestle – Switzerland, famous for chocolate and cocoa.
- Lindt - Switzerland, famous for chocolate and truffles.



How Chocolate is Made

- **Stage One – on Plantations in the Equatorial Belt**
 - **Harvest** – farmers cut the ripe cocoa pods with a machete, then break the pods open to remove beans and pulp.
 - **Fermenting** – farmers ferment piles of beans for 5-7 days, turning regularly.
 - **Drying** – Farmers lay the beans out in the sun to dry for a week or so, turning regularly.
 - **Transporting** – Farmers pack the dried beans into burlap sacks and take them to warehouses or to the chocolate makers.



How Chocolate is Made



Cocoa Pods



How Chocolate is Made

- **Stage Two – at the Chocolate Makers**
 - **Sorting** – makers remove debris and broken or moldy beans.
 - **Roasting** – Makers roast the beans to increase flavor, kill bacteria, and loosen shells.
 - **Breaking** – Makers cool the beans, then crush them into pieces called nibs.
 - **Winnowing** – Makers use jets of air to blow away the outer bean shells and leave the cocoa nibs.



How Chocolate is Made

- **Stage Two – at the Chocolate Makers – Part 2**
 - **Grinding and Refining** – Makers grind the nibs in to a thick paste called cocoa liquor.
 - **Adding Ingredients** – Makers add sugar and cocoa butter to the cocoa liquor. Milk solids and other powdered flavors may be added.
 - **Conching** – Makers move and aerate the molten chocolate, sometimes for several days.
 - **Setting and Aging** – Makers pour chocolate into large containers to cool. Some age solid blocks for several weeks to improve flavor.
 - **Tempering** – Makers heat, cool, and reheat the chocolate to perfect the crystal structure.



What to Look for in a Chocolate Label

- Look for text describing the cocoa beans, and the bean-to-bar process
- Cocoa percentages should be high.
- Look for the origin of the beans.
- Certification – Fairtrade logo signifies producers met economic and environmental standards, and that the labor conditions are fair. Check to see if the beans were grown with a minimum of pesticides.
- Look at the ingredient list – does it list artificial additives or palm oil? Fewer ingredients are better.
- Is the bean variety listed? Yes? This is an indication that the maker knows where the beans came from.



Choosing Chocolates

- For truffles, bonbons, and filled chocolates, buy them from a specialty store.
- Store assistants should be knowledgeable.
- Ask them where they source their ingredients from.
- For filled chocolates, ask about shelf life. Those with fresh ingredients and no preservatives will only last about 1-2 weeks.



Defects in Chocolates

- A dull, lackluster finish or white patches signal bloom caused by storing at the wrong temperature.
- Dark chocolate should be a rich, deep brown color, darker hues mean the cocoa has been burned.



Basic Ingredients in Chocolate

- Cocoa beans
- Cocoa butter (extracted from the cocoa mass)
 - Palm oil is much cheaper, but is environmentally destructive and has been linked to heart disease.
- Sugar
- Milk powder
- And possibly...
 - Vanilla powder – for flavor, important in white chocolate, unneeded in dark
 - Lecithin – a binder, makes chocolate creamy and smooth



Chocolate Proportions

Classic Dark	Classic Milk	Classic White
70% cocoa 30% sugar	40% cocoa 35% sugar 25% milk powder	40% sugar 30% cocoa butter (no beans) 30% milk powder



Chocolate Quality - Dark

- 100% Dark Chocolate
 - may taste a little bitter, but the cocoa hit shows off the full flavor of the cocoa beans
- Unrefined Dark
 - has a crunchy, cookie-like texture, may crumble a little when broken
- Flavored Dark
 - flavorings should be strong enough to be noticed, while subtly complementing the natural flavor notes in the cocoa
 - craft chocolate makers source flavors around the globe, as well as celebrating ingredients from the local area
- Alternative -Sugar Dark
 - uses sugar other than cane sugar
 - alternative sugars should not affect the finished texture of the chocolate – it will still be smooth-textured and glossy



Chocolate Quality - Milk

- Classic Milk
 - should not include vegetable fats or other artificial flavorings
 - has a rich, red-brown color and should “snap” when you break it
- Dark Milk
 - should be deep brown in color with rich, cocoa-heavy notes of flavor
- Flavored Milk
 - Should subtly complement the flavor of the cocoa beans, creating a well-rounded flavor profile
- Unusual Milk (e.g. sheep, goat, almond, coconut, or rice milk)
 - strong-flavored milks such as goat’s milk should be balanced with a higher cocoa content



Chocolate Quality - White

- Note: some people argue that white chocolate is not really chocolate because it's made with cocoa butter, not cocoa beans.
- Classic White
 - color between pale ivory and light gold
 - craft white has a subtle flavor that shouldn't be overwhelmed by the other ingredients
- Carmelized White
 - pale gold in color
 - smooth texture on the palate
 - clean "snap" when broken
- White with Inclusions (solid pieces of flavorings)
 - inclusions should complement the smooth texture and sweet taste of the chocolate
- Flavored White
 - powdered flavorings shouldn't affect the glossy texture of the chocolate
 - can look striking if colorful flavorings such as matcha green tea or freeze-dried berry powders are used



How to Taste Chocolate

- Taste it slowly
- Take two pieces of the same type of chocolate (e.g. dark) and eat the first one quickly. Chew a couple of times and swallow.
- Cleanse your palate with water and taste the second piece slowly, letting it melt and smelling the aroma.
- Note your results. Eating it slower may make it taste sweeter, as you are giving time for the flavor notes to develop.



Use Your Senses

- See – look it over.
- Hear – break the chocolate and listen to the snap.
- Smell - the aroma.
- Touch – with your tongue – place it on your tongue and allow it to melt.
- Taste – identify some of the distinct flavor notes, e.g. nutty, fruity, floral. What fruit does it remind you of?



Sources for Our Chocolate

- Willy Street Coop:
 - Gail Ambrosius Chocolatier – Madison
<https://gailambrosius.com/>
 - Indulgence Chocolatiers – Milwaukee
<https://www.indulgencechocolatiers.com/>
- Metcalf's:
 - Hershey's
 - Dillon's Chocolates – Burlington
<http://dillonschocolates.com/>



Other Area Chocolate Sources

Note: you may want to call first before you visit – locations change.

- Madison:
 - Madison Chocolate Company – just off Monroe Street - <http://www.madisonchocolate.com/>
 - Infusion Chocolates – Monroe Street - <http://www.infusionchocolates.com/>
 - Chocolaterian Café – Atwood Ave. and Middleton - <https://www.chocolateriancafe.com/>
 - Red Elephant – State Street- <http://redelephantchocolate.com/>
 - Kilwin’s – State Street – fudge - <https://www.kilwins.com/stores/kilwins-madison>
- Surrounding Madison:
 - The Chocolate Caper – Oregon - <https://chocolatecaper.com/>
 - Candinas Chocolatier – Verona - <https://www.candinas.com/>
 - Sjolinds – Mount Horeb - <https://www.sjolinds.com/>
 - James J. Chocolate Shop – Lake Mills - www.jamesjchocolateshop.com/



Mint Oreo Cookie Bark Recipe

- This recipe can be found on the CANDIQUIK® website:
 - <http://blog.candiquik.com/mint-oreo-bark/>
- They also have a recipe for St. Patrick's Day white-chocolate-dipped pretzel rods:
 - <http://candiquik.com/recipe/st-pattys-pretzel-rods/>

This website has some very creative seasonal recipes.



Books on Chocolate

- [Chocolate: Indulge Your Inner Chocoholic by Dom Ramsey](#) (Amazon, or Outer Library Loan)
- [Chocolate Wars: the 150-year Rivalry Between the World's Greatest Chocolate Makers](#) by Deborah Cadbury
- [Hershey : Milton S. Hershey's Extraordinary Life of Wealth, Empire, and Utopian Dreams](#) by Michael D'Antonio
- [The Emperors of Chocolate : Inside the Secret World of Hershey and Mars](#) by Joel Glenn Brenner