

TrueDark

The natural choice
for dark cocoa powder



MEETING THE DEMAND FOR SIMPLE AND RECOGNISABLE INGREDIENTS

Consumer interest in easy to read ingredient lists and straightforward labelling continues to drive the movement towards more natural products. Now, deZaan's innovation experts have developed TrueDark (N11D), the first ever natural, dark cocoa powder.

A REVOLUTIONARY APPROACH

Alkalisiation, also known as 'Dutching', enhances both the flavour and colour intensity of cocoa. However, as the name implies it requires an alkalisating agent.

Developed with special processing technology, TrueDark is unique because it is a natural (i.e non-alkalised) cocoa powder that can fully replace the alkalisied cocoa powders typically used in ice cream, bakery, biscuit and indulgent dessert applications.

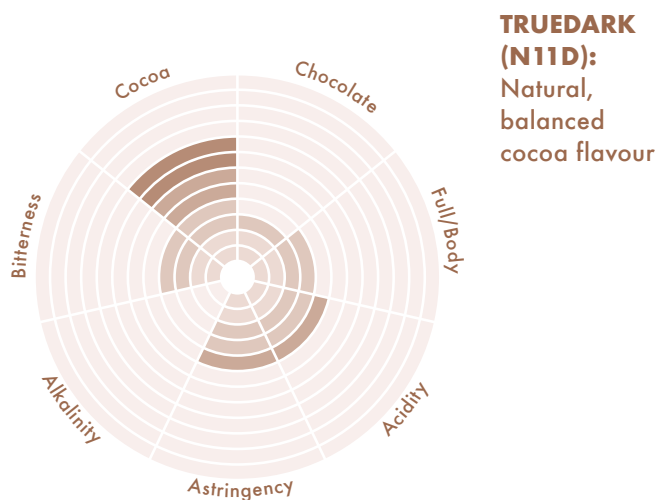
AN UNMATCHED AND ADVANTAGEOUS INGREDIENT SOLUTION

- **Product reinvention:** create new products without compromising on flavour, colour, performance or quality, and improve application characteristics by delivering both bold brown colour and rich cocoa flavour, naturally
- **Clean labelling:** TrueDark allows for the listing of familiar and identifiable ingredients by labelling simply as 'cocoa' rather than as 'cocoa powder (processed with alkali)' which is required in the United States, or with alkali listed as a separate ingredient, such as in Europe
- **Brand equity:** improve your market image and enhance your shelf story as a producer of products that use natural ingredients
- **Open new markets:** pave the way to premium, added value customer segments and create new relationships through clean labelling

PROPERTIES

TrueDark (N11D) is the first dark natural (i.e. non-alkalised) cocoa powder that delivers the same colour and flavour intensity as medium alkalised powder.

Flavour



Fat content

10-12 %

pH

5.5

Packaging

25 kg / 50 lb bags

Colour



Intrinsic colour as reflected in standardised water base*



Extrinsic/dry colour is only illustrative*

*Colour in final product depends on formulation and processing conditions.

ADD A NEW DIMENSION TO YOUR APPLICATIONS

Specially designed to offer powerful cocoa taste and a rich brown colour, TrueDark allows you to create innovative recipes and reformulate your favourite products to meet the growing demand for transparent and simple ingredient statements. TrueDark performs extremely well in a variety of applications.



Desserts



Ice Creams



Biscuits



Bakery



Compound Coatings

Images show serving suggestions only.