

SINCE  1828

VAN HOUTEN
CACAO PIONEERS

SAVOUR THE DIVINE TASTE OF
**CARAMEL CHOCOLATE
INDULGENCE**



THE NEW GOLD STANDARD HAS ARRIVED

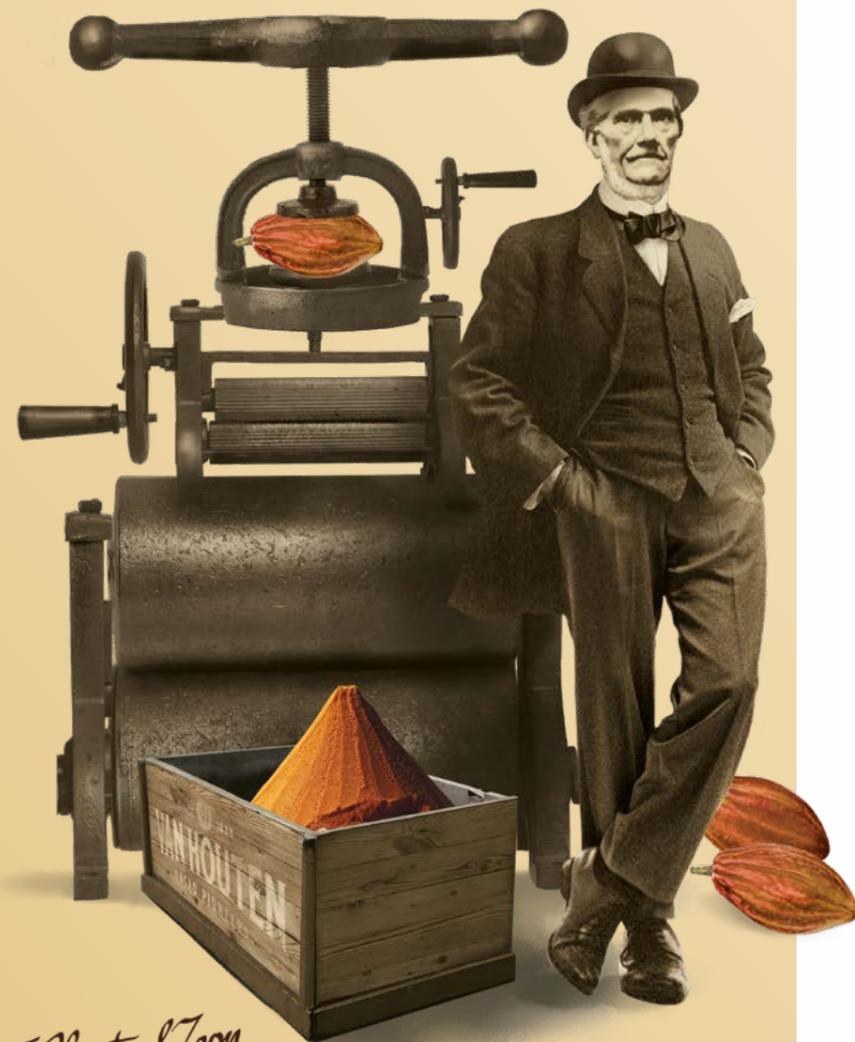


PIONEERS AT HEART

In 1828, our founder, Casparus Van Houten, invented the hydraulic cocoa press to separate cocoa butter from the liquor and make a lighter and more nutritious cocoa powder.

And he didn't stop there. His thirst to deliver delicious cocoa to everyone resulted in a whole new industry. Under his watchful eye, chocolate drinks first saw the light of day.

His son Coenraad inherited his passion for cocoa and invented the renowned Dutching process, alkalising cocoa for a better taste and solubility. This technique is still used today. The improved solubility, better colour and tastier flavour of cocoa, once and for all changed people's minds. Chocolate drinks were here to stay.



Van Houten & Zoon

A legacy of firsts

Van Houten's pioneering attitude led to more than one international breakthrough. The cocoa company introduced tin cans in 1865, again radically changing the industry. Taste could now be preserved longer, opening the world to a global expansion.

By the end of the 19th century, you could get Van Houten in the United Kingdom, United States, Germany and France. It quickly became known as the brand of high-quality cocoa powders.

From 1889 on, you could even find Van Houten ads on public transport throughout Europe and the United States, eventually leading to commercial films being released in 1899 already! Suddenly Van Houten was everywhere.

And just last year, Van Houten reinvigorated the chocolate drinks category once more by introducing the first-ever ruby chocolate drink powder. Are you excited to taste what comes next?

OUR JOURNEY THROUGH TIME



1828

Casparus Van Houten invented the cocoa press

The first to alkalise cocoa, neutralising its bitterness for a better taste and solubility

1846



1932

Entered the vending business with chocolate bars

The first to make a 50% less sugar cocoa drink for vending

2008



2018

The first single-origin chocolate drink powders for tabletop machines with liquid milk solutions

The launch of the first-ever ruby chocolate drink powder

2021



2022

Continuing our legacy with ...



THE DIVINE TASTE OF CARAMEL CHOCOLATE INDULGENCE

Take a sip of sweet childhood memories of luscious caramel. And treat your customers to an expertly crafted caramel chocolate drink powder. Made with caramelised sugar and milk, it brings on an explosion of indulgent and comforting notes of toffee, butter and cream. Did you know that caramel is one of the top flavour trends? Consumers are even willing to spend up to 50% more on a caramel chocolate drink.*

*Barry Callebaut consumer research in 2016 (UK, France and Germany)

TURN YOUR BUSINESS INTO GOLD WITH THIS NEW MUST-HAVE FLAVOUR

- 100% ROUNDED CARAMEL CHOCOLATE WITH NOTES OF TOFFEE, BUTTER AND CREAM
- MADE WITH SUSTAINABLE COCOA
- FOR HOT AND COLD DRINKS
- FOR MANUAL PREPARATION
- TESTED AND APPROVED BY BARISTAS



Put nostalgia back on the menu

We dream of the future, but find comfort in the past. In childhood memories where caramel and chocolate were two of the most exquisite treats you could ever receive. Give your customers a blast of nostalgia with a chocolate drink that comforts the taste buds.

COCOA HORIZONS

THE JOURNEY OF SUSTAINABLE GOLD CHOCOLATE

Van Houten Gold Chocolate Drink Powder is part of Cocoa Horizons, the sustainability programme founded by Barry Callebaut in 2015 and supervised by the Swiss Federal Foundation Supervisory Authority.

This independent, non-profit organisation focuses on cocoa farmer prosperity. They help farmers build self-sustaining cocoa communities that protect nature and their children.

Cocoa Horizons wants to improve the livelihoods of cocoa farming communities by:

- PROMOTING NEW AND SUSTAINABLE WAYS OF FARMING
- IMPROVING PRODUCTIVITY
- STRENGTHENING FARMING COMMUNITIES
- PROTECTING NATURE AND THEIR CHILDREN

The programme is currently active in Ivory Coast, Ghana, Cameroon, Indonesia, Brazil and Ecuador.

Learn more at www.cocoa Horizons.org



HOT RECIPE

CARAMEL OVERLOAD

BY JULIE SHARP

A caramel explosion that instantly activates the taste buds. Discover this eye-catching, tongue-twisting delicious Gold Chocolate Delight.

INGREDIENTS

- 35 g Van Houten Gold Chocolate Drink Powder VM-54623-V99
- 200 ml milk of your choice

DECORATIONS

- Whipped cream
- Mona Lisa Dark Chocolate Slim Pencils CHD-PC-22353E0-999
- Mona Lisa Gold Metallic Chocrocks™ CHK-GL-22126E0-999
- Mona Lisa Caramel Chocolate Blossoms CHF-BS-22214E0-74A
- Callebaut Caramel Topping TOF-6042CARA-Z38

PREPARATION

- STEP 1** Mix the Van Houten Gold Chocolate Drink Powder and the milk. Heat to 70°C.
- STEP 2** Pour in a glass.
- STEP 3** Decorate with whipped cream and Callebaut Caramel Topping. Finish with Mona Lisa Dark Chocolate Slim Pencils, Mona Lisa Gold Metallic Chocrocks™ and Mona Lisa Caramel Chocolate Blossoms.



“I’ve always wanted to craft with chocolate. It’s more than a job, really. It’s a way of life. I love it. And if you do it right, your customers will love it, too.”

JULIE SHARP

Head of Barry Callebaut Chocolate Academy UK and Ireland
Pastry Chef of the Year by the Craft Guild of Chefs
Fellow of the Royal Academy of Culinary Arts
Fellow of Westminster Kingsway College.



C O L D R E C I P E

GOLD APRICOT MILKSHAKE

BY JULIE SHARP

Taste the summertime in every sip of this refreshing Gold Apricot Milkshake. Fruity, Fresh and *oh so* delicious.



INGREDIENTS

- 150 ml milk of your choice
- 35 g Van Houten Gold Chocolate Drink Powder VM-54623-V99
- 90 g apricot puree
- Ice cubes

DECORATIONS

- Mona Lisa Gold Metallic Chocrocks™ CHK-GL-22126E0-999

PREPARATION

- STEP 1** Heat 50 ml of milk to 70°C and mix it with the Van Houten Gold Chocolate Drink Powder. Mix into a smooth paste.
- STEP 2** Add the rest of the milk and the apricot puree to the blender and mix at high speed for 15 seconds.
- STEP 3** Pour over the ice cubes.
- STEP 4** Decorate with Mona Lisa Gold Metallic Chocrocks™.

H O T R E C I P E

GOLD CHAI CHOCOLATE

BY JULIE SHARP

Something to wake you up and get you going. This Gold Chai Chocolate will turn every pair of sleepy eyes open wide.

INGREDIENTS

- 0.5 g cinnamon
- 0.25 g ground green cardamom
- 0.25 g ground ginger
- 35 g Van Houten Gold Chocolate Drink Powder VM-54623-V99
- 200 ml milk of your choice

DECORATIONS

- Mona Lisa Gold Caramel Wavy Chocoplates CHK-PS-22380E0-999
- Mona Lisa Gold Salted Caramel Crispearls™ CHF-CC-CCRISE0-02B

PREPARATION

- STEP 1** Mix all the ingredients together with the milk and heat to 70°C.
- STEP 2** Decorate with Mona Lisa Gold Caramel Wavy Chocoplates and Mona Lisa Gold Salted Caramel Crispearls™.



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C O L D R E C I P E

GOLD MOCACCINO

BY JULIE SHARP

Gold Mocaccino: a drink that turns every frown upside-down. Explore notes of toffee and caramel inside a delicious coffee drink.

INGREDIENTS

- 200 ml milk of your choice
- 35 g Van Houten Gold Chocolate Drink Powder VM-54623-V99
- 1 cold espresso shot
- Ice cubes

DECORATIONS

- Mona Lisa Creative Gold Metallic Powder CLR-22605-999

PREPARATION

- STEP 1** Heat 50 ml of the milk to 70°C and mix it with the Van Houten Gold Chocolate Drink Powder to make an emulsion.
- STEP 2** Add the rest of the milk and the espresso shot to the blender and mix.
- STEP 3** Pour over the ice cubes.
- STEP 4** Decorate with Mona Lisa Creative Gold Metallic Powder.



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TURN YOUR BUSINESS INTO GOLD

WITH THE NEW MUST-HAVE FLAVOUR!

Scan to get inspired



EVERYTHING YOU NEED TO MAKE DELICIOUS GOLD CHOCOLATE DRINKS

Product	Order code	Packaging
Van Houten Gold Chocolate Drink Powder	VM-54623-V99	750 g box
Mona Lisa Gold Caramel Wavy Chocoplates	CHK-PS-22380E0-999	2.30 kg box
Mona Lisa Gold Metallic Chocrocks™	CHK-GL-22652E0-999	600 g sprinkler
Mona Lisa Dark Chocolate Slim Pencils	CHD-PC-22353E0-999	400 g box
Mona Lisa Caramel Chocolate Blossoms	CHF-BS-22214E0-74A	1 kg box
Mona Lisa Gold Salted Caramel Crispearls™	CHF-CC-CCRISE0-02B	800 g bag
Mona Lisa Creative Gold Metallic Powder	CLR-22605-999	25 g jar
Callebaut Caramel Topping	TOF-6042CARA-Z38	1 l bottle

