



Los Ancones



Vila Gracinda



Concepcion



Maralumi



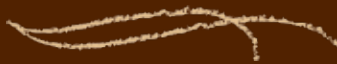
Mangaro

MICHEL
CLUIZEL
—
CHOCOLATIER - PARIS

M. Cluizel

From cocoa bean to exceptional chocolate.

*Tasting
Guide*



'Premier Crus'
single-plantation chocolates





U For almost 10 years now, I have been searching the world for plantations with rare, aromatic cocoa beans. They have enabled me to create seven exceptional chocolates that are part of a new generation: the 'Premiers Crus' Single-Plantation chocolates.

For each of these chocolates, this Tasting Guide* provides you with a description of the plantation and the locality where the cocoa beans are grown, together with a sensorial analysis of the cocoa beans and the chocolate

Chocolately yours



Michel et Marc Cluizel
Couverture and Chocolate makers

* Drawn up in collaboration
with Valentine Tibère

■ A family firm with a long history:

In 1948, Michel Cluizel made his first chocolates to help his parents. Today, he transforms cocoa beans into exceptional chocolates on his premises in Normandy, with a staff of 200. More than 6,000 professional makers of tasty goods use or sell these chocolates in 30 countries.



■ A rare trade: 'Cacaofèvier'

Chocolaterie Cluizel is one of the few cocoa bean processors in the world. Since 1997, it has taken the specific step of developing direct relations with well-known planters, in a spirit of fair and sustainable trade.

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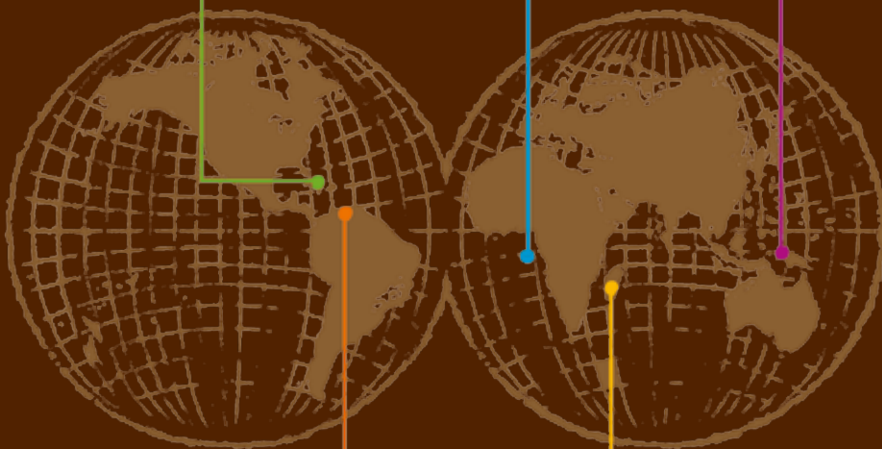


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Localities at the Ends of the World

Over the centuries, cocoa trees have spread all round the world, on each side of the equator, on warm, moist and fertile land. With time, the four main varieties of cocoa trees - criollo, trinitario, forastero, and Ecuador national - have hybridized in localities that have given them their specific qualities. The many different tastes of their cocoas have given rise to exceptional chocolates, made by Chocolaterie Cluizel. These chocolates, known as 'Premiers Crus Single-Plantation' chocolates, highlight the aromatic potential of each locality by applying suitable manufacturing processes and adding sugar in harmonious proportions. From one harvest to another, 'Premiers Crus Single-Plantation' chocolates may show slight variations in their aromas.

Making Single-Plantation Chocolate

The manufacturing process involves the use of ultramodern machines, and especially conches that execute the final mixing of the ingredients, without any added soya lecithin; this eradicates any likelihood of the presence of GMOs. It also preserves tradition, both during the bean roasting phase, which is carried out at a relatively low temperature to preserve the most delicate aromas, and in the selection of 'Choice Ingredients' to perpetuate the authenticity of the recipes



Los Anconès

'Premier Cru' Single-Plantation • Santo Domingo



The Locality

In the heart of the Caribbean, to the west of San Francisco de Macoris. The Los Ancones plantation is in the centre of the island and somewhat above sea level, and it benefits from the abundant amounts of warm rain brought by the trade winds.

A Traditional Family Culture

Since 1903, not much has changed in the Rizek family's plantation, where an aromatic variety of trinitario cocoa trees is cultivated. This is done with full respect for the cocoa trees, under the protection of palm trees, and without adding any fertilizers or pesticides (organic cocoa). The beans are fermented for six days and dried in the sun on racks without regaining any moisture thanks to the use of drying houses with sliding roofs.

Sensorial analysis of the beans after fermentation and drying

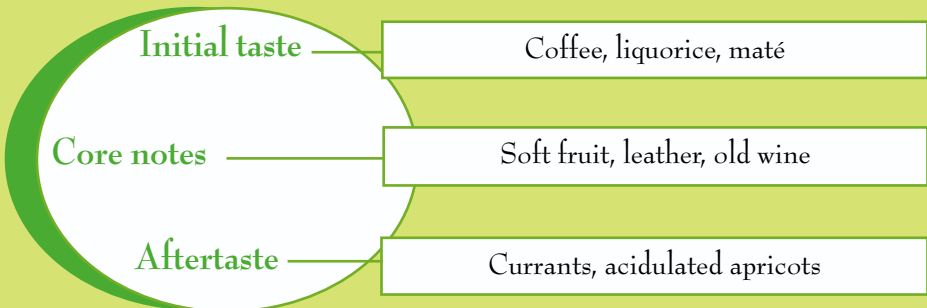
- Beans: oval, rather small, but plump, very dark brown, with dark brown flesh.
- Aromas (nose): herbaceous, olives, old wine, goat's cheese, gentian.
- Savours: sweet, floral, fresh bitterness.
- Flavours and smells: rose, anise, fresh hazelnut, green olive.



This highly specific aromatic and taste profile is essential in making 'Los Ancones Premiers Crus Single-Plantation' chocolate.

Sensorial analysis of the 'Los Anconès' chocolate

- Dark chocolate with 67% of cocoa.
- Tonality : herbaceous with liquorice wood bitterness.
- Initial impression for the nose: liquorice wood, coffee.
- Savours: balance between slight bitterness and sweetness. A fine alliance of cane sugar (with a hint of liquorice) and the note of liquorice in the cocoa
- Flavours and smells :



- Length of taste: very long presence of the chocolate with a fascinating herbaceous bitterness.

Concepcion

'Premier Cru' Single-Plantation • Venezuela



The Locality

In South America, in the Barlovento region of Venezuela, to the east of Caracas. Venezuela is the country of origin of the legendary cocoa trees, for the variety known as criollo (from the Spanish word criollo, meaning native or indigenous). The moist tropical climate and the rich alluvial soil in the valleys of the Barlovento bring out the full aromatic potential of the beans.

The Great Tradition of the South American Plantations

For four centuries, Venezuela has been well known for the quality of its cocoa beans and the variety of its harvests. The 'Concepcion' Hacienda produces 'Carenero Premier Cru' beans, named after a Venezuelan locality separate from the very old criollo plantations found to the west of Caracas. This cocoa, which belongs to the trinitario variety but with a strong criollo dominance, is set apart by its fruity flavours. The beans are fermented, dried and polished in the same way as in 1902.

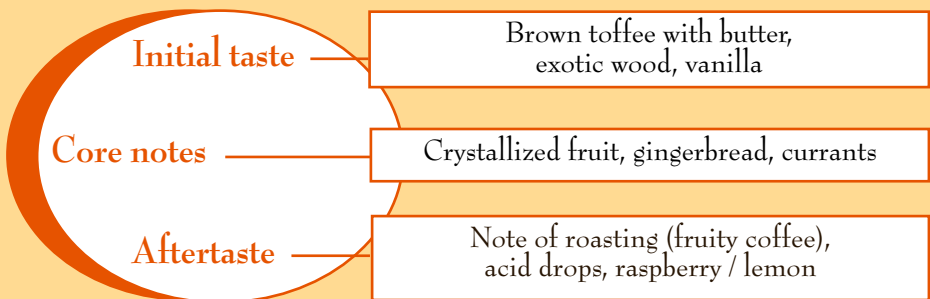
Sensorial analysis of the beans after fermentation and drying

- Fine olive-shaped, shiny mahogany brown beans (polished), light brown flesh clearly showing its criollo heritage .
- Aromas (nose): vanilla, spices, wood, hint of vinegar.
- Savours: a slight bitterness, with some acidulated beans.
- Flavours: soft fruits, hazelnuts, currants, orange blossom, etc.



Sensorial analysis of the 'Concepcion' chocolate

- Dark chocolate with 66% of cocoa.
- Tonality: gingerbread and exotic wood.
- Initial impression for the nose: dried fruit, honey, sweet flowers (acacia, jasmine), gingerbread against an exotic wood background, tangy end note.
- Savours: a finely tempered plant bitterness; slight astringency: acidulated final note.
- Flavours and smells :



- Length of taste: a bouquet of tastes bursting in a dazzling firework display; sudden final note of acid drops and plant overtones.

Vila Gracinda

'Premier Cru' Single-Plantation • São Tomé



The Locality

In Africa, off Gabon, São Tomé is a small island made up of a volcano, on the equator, in the Gulf of Guinea. Its volcanic soil and its hot, very moist equatorial climate suit the cocoa trees so well that cocoa growing accounts for 90% of the island's export revenues. São Tomé really deserves its nickname of "Chocolate Island". In the east of the island, close to the costs, the plantation 'Vila Gracinda' spreads on 50 ha.

The Cocoa Melting-Pot

The plantations go back to the nineteenth century, and they benefit from the full range of savours of various very old varieties... Amongst them, the famous forastero amelonado, with its round red pod, is still the mainstay of São Tomé's reputation. Because the 'Vila Gracinda' plantation is set close to the sea, the rich aromas of its cocoa trees are further heightened by a hint of iodine from the salt spray of the Atlantic Ocean.

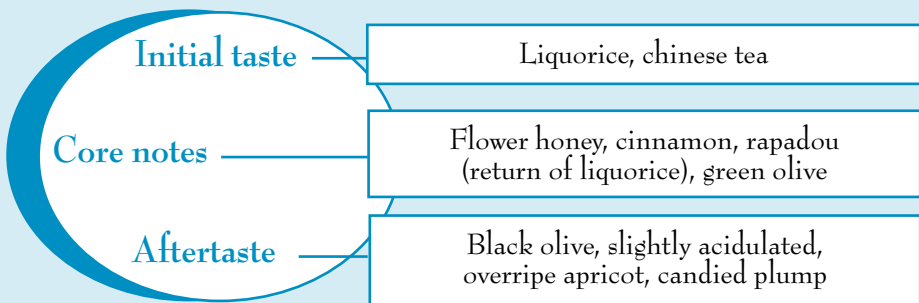
Sensorial analysis of the beans after fermentation and drying

- Beans: rather large, most of time flat, greyish colour, with dark brown flesh, sometimes light brown.
- Aromas (nose): peppery, animals (leather, cowshed).
- Savours: salty, variable bitterness.
- Flavours and smells: herbaceous, green olives, fresh hazelnut, fermented tea, dried rose, jasmine.



Sensorial analysis of the 'Vila Gracinda' chocolate

- Dark chocolate with 67% of cocoa.
- Tonality: surprising crossed aromas of liquorice, olive and cinnamon.
- Initial impression for the nose: liquorice, black olives, bright tobacco, wood background.
- Savours: herbaceous bitterness, cinnamon, slight bitterness, slightly salty.
- Flavours :



- Length of taste: complex long taste of spices, honey, liquorice, slightly salted.

Maralumi Noir

'Premier Cru' Single-Plantation • Papua-New



The Locality

Asia, the island of Papua - New Guinea, to the north of Australia, in the Pacific Ocean. On the eastern end of the island, just south of the equator, the Maralumi plantation benefits from a moist equatorial climate and soil that is rich in alluvia, making the area ideal for growing cocoa trees. 'Maralumi', the 'river spirits' watch over the plantation that bears their name.

A Well Organized Plantation

In Papua New Guinea, plantations are subjected to strict rules: from picking to drying, via the graining of the beans, everything is done to ensure rigorous quality supervision for the cocoa. The Maralumi plantation produces cocoa of the trinitario variety, with plenty of character.

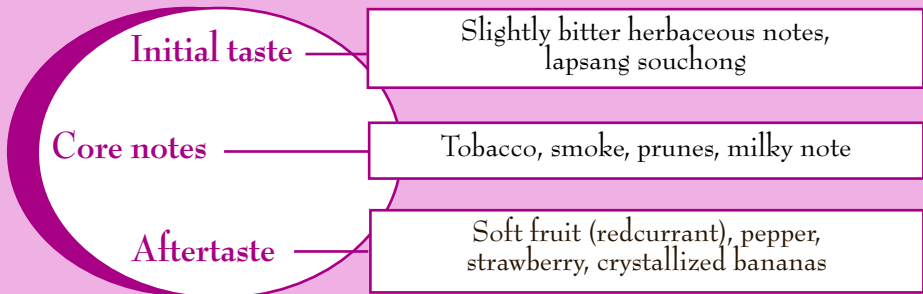
Sensorial analysis of the beans after fermentation and drying

- Beans: fine, regular oval beans like big olives; chocolate brown flesh.
- Aromas (nose): vinegar, soft fruit, chemicals (nail varnish), undergrowth.
- Savours: acidulated, slight bitterness.
- Flavours and smells: soft fruit / vinegar, chemicals, banana, rose, wood, hazelnut, cocoa, curdled milk.



Sensorial analysis of the 'Maralumi' chocolate

- Dark chocolate with 64% of cocoa
- Tonality: fruity over wisps of Havana tobacco
- Initial impression for the nose: dried banana, pepper, bright tobacco, acidulated soft fruit note, complex aroma.
- Savours: bitterness of tea, tanginess of soft fruit, sugar, slight astringency.
- Flavours :



- Length of taste: breaks out in successive fresh, acidulated, and sharp notes; then rounds off on a final chord of crystallized fruit.

Maralumi Lait

'Premier Cru' Single-Plantation • Papua-New Guinea



The Locality

Asia, the island of Papua - New Guinea, to the north of Australia, in the Pacific Ocean. On the eastern end of the island, just south of the equator, the Maralumi plantation benefits from a moist equatorial climate and soil that is rich in alluvia, making the area ideal for growing cocoa trees. 'Maralumi', the 'river spirits' watch over the plantation that bears their name.

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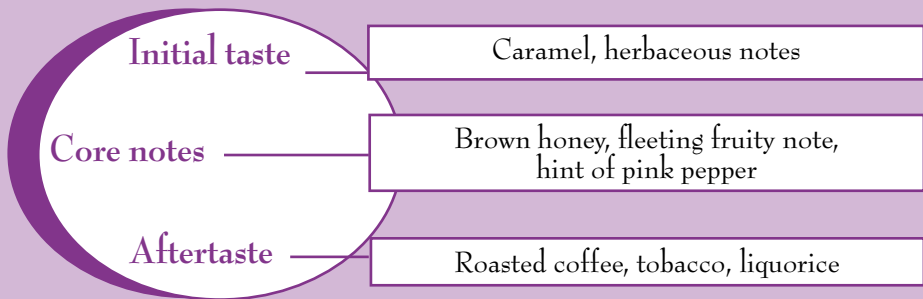
Sensorial analysis of the beans after fermentation and drying

- Beans: fine, regular oval beans like big olives; chocolate brown flesh.
- Aromas (nose): vinegar, soft fruit, chemicals (nail varnish), undergrowth.
- Savours: acidulated, slight bitterness.
- Flavours and smells: soft fruit / vinegar, chemicals, banana, rose, wood, hazelnut, cocoa, curdled milk.



Sensorial analysis of the Milk 'Maralumi' chocolate

- Milk chocolate with 47% of cocoa
- Tonality: smooth brown caramel on grilled bouquet
- Initial impression for the nose: brown caramel, spices, bright tobacco, slight bitterness
- Savours: roasted and wooded bitterness



- Length of taste: smooth long taste with outstanding bittersweet prolongations

Mangaro Noir

'Premier Cru' Single-Plantation • Madagascar



The Locality

In Africa, in the north-west of the island of Madagascar, the 'Mangaro' plantation spreads out along the rich valley of the Sambirano river. The cocoa draws some of its specific aromatic characteristics from a tropical climate that is marked by a long dry season, tempered by the maritime influence of the Indian Ocean. The name of the plantation, 'Mangaro', calls up the vast forest of mangoes ('mangamaro') that covered the area before the cocoa trees were planted there.

From Cocoa trees to Pale Beans

In Madagascar, trinitarios are well known for the light-coloured surface of their beans, a sure sign of their links with criollo, and their tangy aromas are typical of the cultivar and the locality alike. The cocoa, grown by the Ramanandraibe family since 1927, has organic certification.

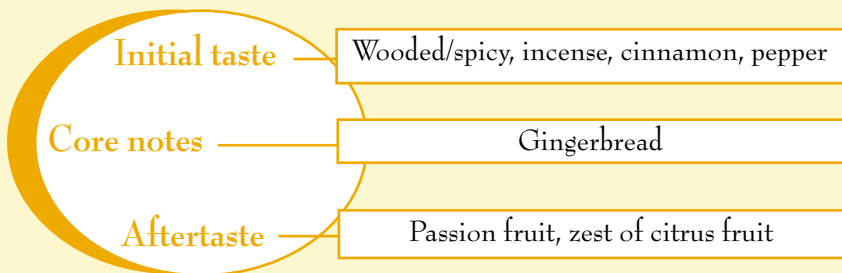
Sensorial analysis of the beans after fermentation and drying

- Beans: they are brownish-grey, long and flat, like almonds, with a light-coloured breaking surface (ranging from light brown to ivory).
- Aromas (nose): fruity smell (soft fruit, currants), slightly sharp and spicy.
- Savours : acidulated, vinegary, slight bitterness.
- Flavours and smells: rich and varied depending on the beans: soft fruit (including redcurrants), fresh hazelnuts, grilled hazelnuts, currants, etc.



Sensorial analysis of the 'Mangaro Dark' chocolate

- Dark chocolate with 65% of cocoa
- Tonality: spicy and fruity (citrus fruit)
- Initial impression for the nose: acidulated exotic fruits (mango, passion fruit), gingerbread, currants, orange blossom honey.
- Savours: fresh acidity of passion fruit, followed by citrus fruit, slight bitterness of spicy bark (cinnamon).
- Flavours and smells:



- Length of taste: fine length opening out into a acidulated bouquet of citrus fruit, linked to the sweetness of flower honey; very slight bitterness.

Mangaro Lait

'Premier Cru' Single-Plantation • Madagascar



The Locality

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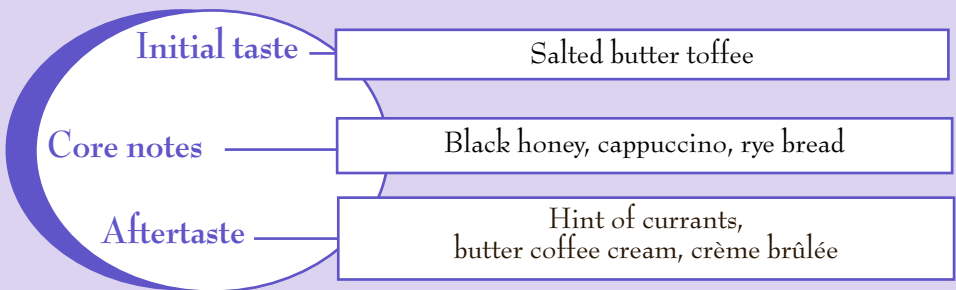
Sensorial analysis of the beans after fermentation and drying



- Beans: they are brownish-grey, long and flat, like almonds, with a light-coloured breaking surface (ranging from light brown to ivory).
- Aromas (nose): fruity smell (soft fruit, currants), slightly sharp and spicy.
- Savours : acidulated, vinegary, slight bitterness.
- Flavours and smells: rich and varied depending on the beans: soft fruit (including redcurrants), fresh hazelnuts, grilled hazelnuts, currants, etc.

Sensorial analysis of the 'Mangaro Milk' chocolate

- Milk chocolate with 50% of cocoa
- Tonality: a chocolate version of cappuccino
- Initial impression for the nose: butter toffee, rye bread, currants, aromas of ferments.
- Savours : sweet, toffee type ; bitterness of coffee; hint of salt and acidity.
- Flavours and smells:



- Length of taste: persistent note of roasting.

Michel Cluizel's products include :

A collection of specially designed
products



A collection of laboratoire products:
Façonnables, Decorations,
Couverture and Fillings.



A collection of chocolate sweets,
chocolates, seafood, moulded
Christmas and Easter products, etc.



Chocolats MICHEL CLUIZEL

Avenue de Conches • 27240 Damville • France • Tél. 02.32.35.60.00 • Fax. 02.32.34.83.63 • www.cluizel.com