

SINCE  1828

VAN HOUTEN
CACAO PIONEERS

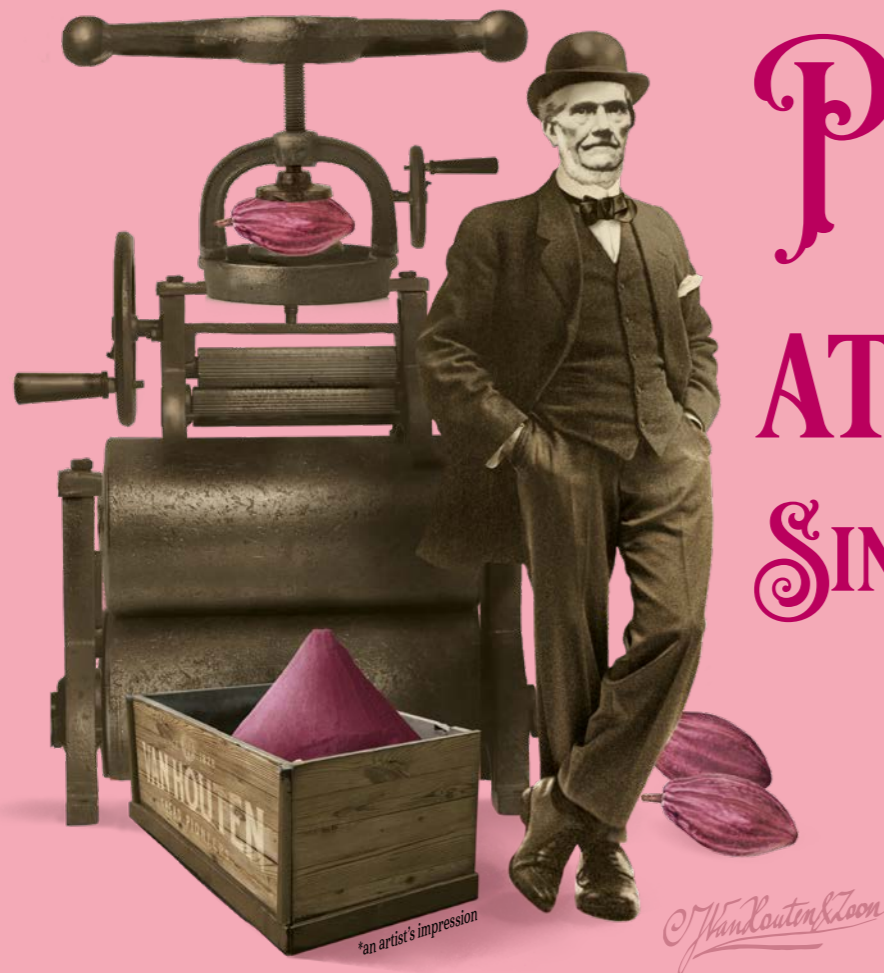
SAVOUR THE DIVINE TASTE OF
THE FIRST-EVER
RUBY CHOCOLATE DRINK POWDER



THE 4TH TYPE OF CHOCOLATE DRINK IS HERE

ABOUT VAN HOUTEN

PIONEERS AT HEART SINCE 1828



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 around the world today. The improved solubility, better colour and tastier flavour of cocoa, once and for all changed people's mind. Chocolate drinks were here to stay.

A legacy of firsts

Van Houten's pioneering attitude led to more than one international breakthrough. The cocoa company became the first to introduce 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.

OUR JOURNEY THROUGH TIME:

- 1828/ THE FIRST VAN HOUTEN COCOA POWDERS ROLLED OFF THE SHELF
- 1846/ THE FIRST TO ALKALISE COCOA NEUTRALISING ITS BITTERNESS
- 1932/ ENTERED THE VENDING BUSINESS WITH CHOCOLATE BARS
- 2008/ THE FIRST TO MAKE A 50% LESS SUGAR COCOA DRINK FOR VENDING
- 2018/ THE FIRST SINGLE-ORIGIN CHOCOLATE DRINK POWDERS FOR HORECA
- 2021/ AND NOW OUR LATEST INNOVATION ...



ABOUT RUBY

THE DIVINE TASTE OF THE FIRST- EVER RUBY CHOCOLATE DRINK POWDER



Ruby chocolate has been the talk-of-the-town ever since its introduction as the 4th type of chocolate, in 2017. This new sensorial delight has already been successfully launched for both artisans and chefs. And every day it's becoming more clear: the taste of ruby is here to stay.

It's by far the biggest evolution since the invention of white chocolate in 1937, inspiring tablets, pralines, biscuits — and now chocolate drinks!

INDULGE IN THE DELICIOUS TASTE OF THE FIRST-EVER RUBY CHOCOLATE DRINK

- 94% CHOCOLATE
- MADE WITH RUBY COCOA BEANS
- DISSOLVES EASILY IN MILK
- FOR HOT AND COLD DRINKS
- FILLED WITH INTENSE FRUITINESS AND FRESH SOUR NOTES



Ready to reinvigorate the chocolate drink category

Ruby gives baristas their creativity back. It allows them to pioneer a new sensory experience for Millennials and Centennials who crave new experiences and delights.





COCOA HORIZONS

100% SUSTAINABLY SOURCED RUBY COCOA BEANS

Through the Cocoa Horizons Foundation, Van Houten ruby chocolate powder is helping to create a brighter future for cocoa farmers. The Cocoa Horizons Foundation is an impact driven program with the vision to drive cocoa farmer prosperity by creating self-sustaining communities that protect nature and children. It's a non-profit organisation, third party verified, highly transparent on premium and methodology.



The Foundation focuses on three areas to improve the livelihoods of cocoa farmers and their communities:

- **PRODUCTIVITY: PROSPERING FARMERS**
- **COMMUNITY: ZERO CHILD LABOUR**
- **ENVIRONMENT: NO DEFORESTATION & CARBON POSITIVE**

The Foundation is present in Côte d'Ivoire, Ghana, Cameroon, Indonesia, Brazil and Ecuador.

Learn more at www.cocoahorizons.org

Easy-to-use recipes to wow your customers in 1-2-3

RUBY HOT RECIPE

THE RUBY HERO_{NO: 1}

The perfect introduction to the new fruity flavour of ruby chocolate. Tickle the senses of your customers with this deliciously hot ruby drink.

INGREDIENTS

- 35 g Van Houten ruby chocolate powder (CNC346)
- 200 ml semi-skimmed milk
- Optional: 200 ml cashew nut milk
- Optional: add 30 g macadamia nut paste (SCM194)

DECORATIONS

- Whipped cream
- Cashew nuts
- Popcorn tossed in Van Houten ruby chocolate powder (CNC346)
- Mona Lisa® dark chocolate Crispearls™ (SDS884)

PREPARATION

- STEP 1 - Place the semi-skimmed milk into a steaming jug, add the Van Houten ruby chocolate powder and give it a whisk.
- STEP 2 - Steam to 70°C (do not exceed 80°C).
- STEP 3 - Decorate with whipped cream, popcorn and Mona Lisa® Crispearls™.

TRY IT WITH MACADAMIA

- STEP 1 - Place the cashew nut milk into a steaming jug.
- STEP 2 - Add 30 g of macadamia nut paste into the milk.
- STEP 3 - Steam to 70°C (do not exceed 80°C).
- STEP 4 - Decorate with whipped cream, popcorn and Mona Lisa® Crispearls™.



RUBY COLD RECIPES

TROPICAL RUBY SHAKE

NO: 2



Treat your senses to the divine cold taste of the Tropical ruby Shake. Here to take your tastebuds on a heavenly holiday.

INGREDIENTS

- 35 g Van Houten ruby chocolate powder (CNC346)
- 125 ml semi-skimmed milk
- 25 g whipped cream
- 50 g strawberry puree (SCF0866A)

DECORATIONS

- Whipped cream
- Fresh strawberries
- Mona Lisa® strawberry blossoms (SDS944 / SDS945)

THE FRUITY RUBY

NO: 3



Let your customers indulge in the cool and refreshing taste of summer. This delicious Fruity ruby is pure, easy to make and a must-have in your shop.

PREPARATION

- STEP 1** - Steam 50 ml of semi-skimmed milk and mix with the Van Houten ruby chocolate powder to make an emulsion.
- STEP 2** - Add the rest of the (cold) milk, the puree and the Van Houten ruby base to the blender, add ice if needed and blend.
- STEP 3** - Decorate with whipped cream, Mona Lisa® blossoms and fresh strawberries.

TIP

You can easily replace the strawberry puree with 10 g of strawberry syrup

RUBY HOT RECIPE

INGREDIENTS

- 35 g Van Houten ruby chocolate powder (CNC346)
- 150 ml semi-skimmed milk
- 50 g cherry puree (SCF0860A)
- Some dark chocolate (optional)
- Cream topping (for several drinks)
- 50 g cherry puree (SCF0860A)
- 500 ml cream

DECORATIONS

- Cream topping with cherry puree
- Mona Lisa® dark chocolate spring shavings (SDS5950)
- Mona Lisa® ruby chocolate Crispearls™ (SDS891)

PREPARATION

- STEP 1** - Brush the bottom of the glass with melted dark chocolate (optional).
- STEP 2** - Place the semi-skimmed milk and the cherry puree into a steaming jug, and add the Van Houten ruby chocolate powder.
- STEP 3** - Steam to 70°C (do not exceed 80°C).

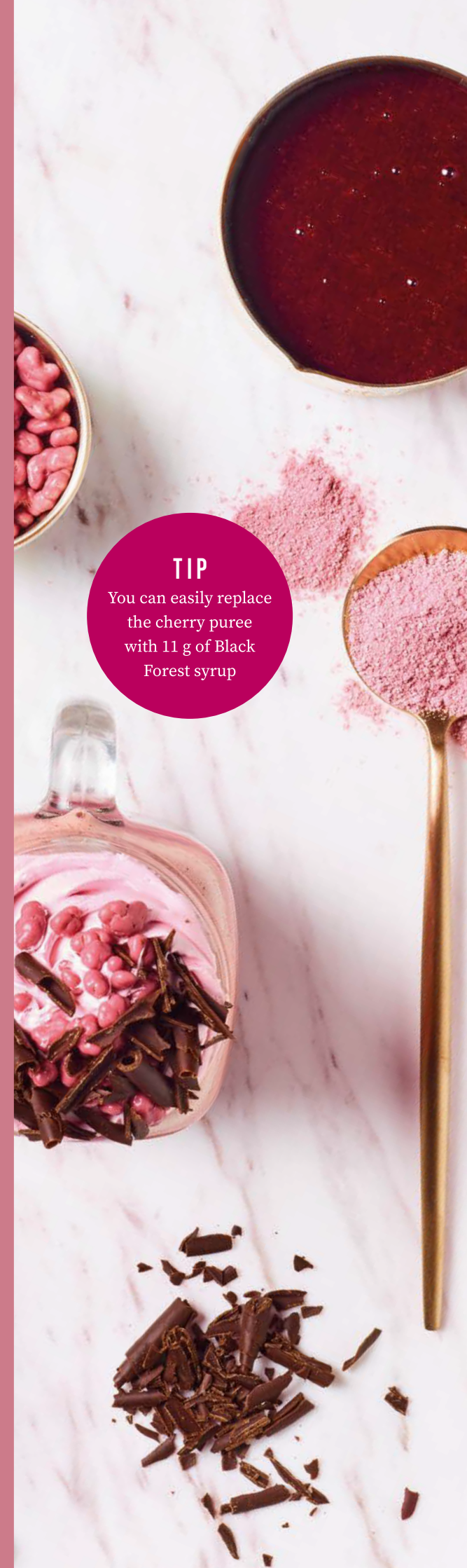
FOR THE CREAM TOPPING

- STEP 1** - Add the cherry puree to the cream to give it a pink colour.
- STEP 2** - Add your mixture to the cream dispenser and add it to your drink.
- STEP 3** - Decorate with Mona Lisa® spring shavings and biscottino.

RUBY FOREST CHOCOLATE

NO: 4

Warm the hearts and the hands of your customers with this ruby Forest Hot Chocolate. It's nutritious, it's hot, and it's easy to make.



TIP

You can easily replace the cherry puree with 11 g of Black Forest syrup