

Keylink

the guide

ISSUE 1 : July 2023

A guide to Keylink's product ranges

For everyone
working with
chocolate



Keylink are specialist stockists for chocolatiers, bakers, chefs and anyone else working with chocolate.



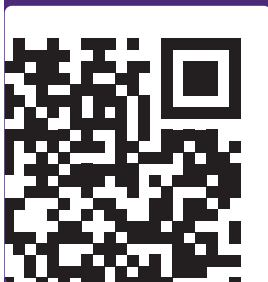


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Scan the QR codes for more info



Scan the QR codes within each category to see the full ranges on our website.

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Why buy from Keylink?

A chocolate company first We are a chocolate supplier first and foremost. Having been in the industry for over 50 years, we know a few things about chocolate!

A wealth of options Our comprehensive range of chocolate, ingredients, décor and packaging is aimed at chocolatiers, bakeries, food service and the ice cream industry, both artisan and industrial.

Peace of mind Our AA-grade BRCGS certificate for storage and distribution demonstrates our commitment to the highest levels of product quality and service.

Value Getting value for money is what matters, not just the price. Within our range, we offer products at low and high price points, but they all offer good value for money. Our transparent discount structures allow you to get even better value, whether you place one-off larger orders or lots of small ones.

Ethics and sustainability We work with an increasing number of suppliers who are driving for real, positive change in supply chains. Closer to home, we are embracing everything from solar panels on our building to working with DPD, one of the greenest couriers... and we're always looking for ways to keep improving.

Service levels With no minimum order value, next business day delivery on orders placed before 3pm, free delivery on orders over £150 and live stock levels, you can rely on Keylink.

Personalised products Our packaging, chocolate plaques and transfer sheets all have the option to be personalised, extending your brand to your chocolate decoration.

Powerful website We continuously work hard to ensure that our website is as easy as possible to navigate, with friendly layouts, useful search tools, informative content and a full-featured 'My Account' area.

Continuous improvement We don't rest on our laurels - we take on customer feedback and always look for ways to improve the services we offer.

Resources Our resources hub is packed with educational and inspirational content to help you unleash every ounce of your creativity and get the best out of our products. Discover all our videos on equipment, chocolate products and techniques and educational blogs. Our team are always ready to help with questions on our products.

The Keylink discount policy is here to help you get the best deal for your business!

PRICE BAND DISCOUNT

If you spend £8000 or more per year, you will automatically receive a price band discount as shown in the table.

Annual Turnover (ex VAT)	Price Band Discount*
£8,000 - £11,999	3%
£12,000 - £19,999	5%
£20,000+	10%

ORDER VALUE DISCOUNT

If you are not on a price band discount, you can still qualify for one-off discounts based on your order value as shown in the table.

Single Order Value (ex VAT)	Discount*
£500 - £999	5%
£1,000+	10%

FREE DELIVERY

On all orders over £150 (ex VAT)
On orders below £150 (ex VAT) our standard delivery charge* is just £8!

* See terms and conditions at www.keylink.org

"Buying from Keylink has never been easier or more rewarding!"

FAQs

How often will price band discounts be reviewed	Every quarter, on the 1st of January, April, July and October.
How will my price band be set?	On each quarterly review date, your price will be reset automatically based on your turnover for the previous 12 months . For example, if on 1st January 2022 your turnover for the period from 1st January 2021 to 31st December 2021 was £12,500, we would put you on a 5% price band giving you a 5% discount on all orders you place for the following 3 months.
What if I'd rather get order value based discounts?	Just let us know and this will be applied from the following quarter. Please note that if you choose to get order value based discounts, then you will need to remain on this structure for the following 12 months.
What if I order online?	All applicable discounts will be applied automatically when you order online.
How will I know what discount or price band I'm in?	This will be printed on every invoice.

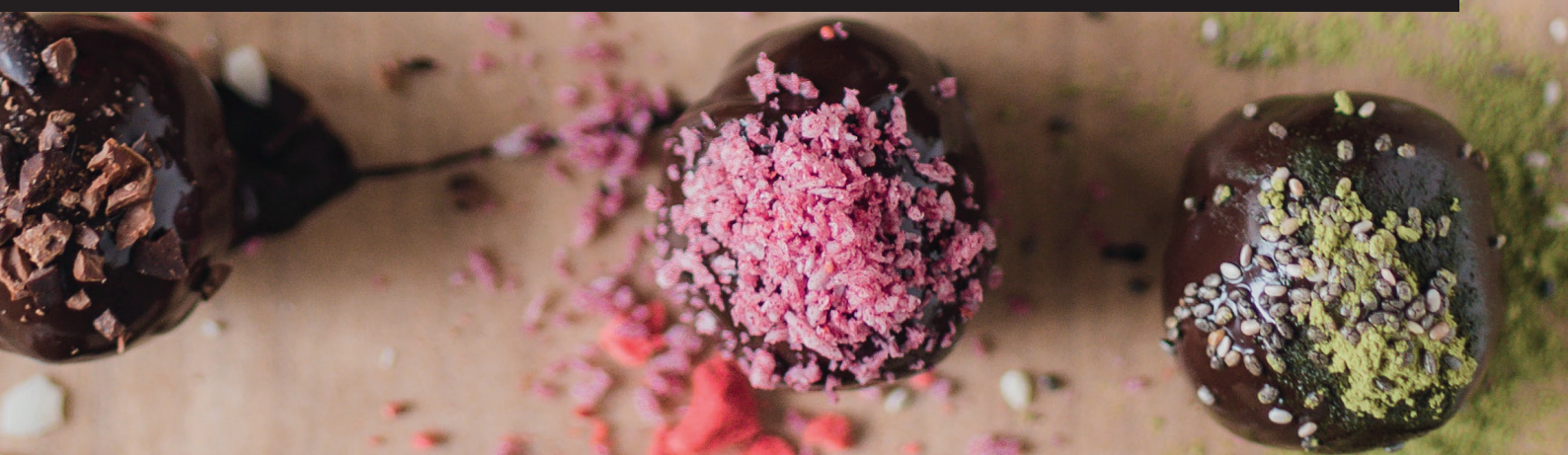
*Please note that all machinery (product codes beginning SEM) are not included in the discount structure.



Featured Article

Choosing the Right Chocolate

As you are reading this article, then chocolate is - or perhaps is about to become - a crucial part of your business. And just like wine, nuts or cheese, there are vast amounts of options. It's safe to say everyone has their opinion on the 'best' chocolate, but we're here to help you find the best chocolates for you.



Where to start

Think about the criteria that matter most to your business. This could differ depending on whether you are a big operation or just starting out, the kinds of chocolate products you are making, and even specific business values. Here are the most common we come across:

- Price
- Fluidity/application
- Flavour profile
- Origin
- Ethics
- The story
- Special requirements, such as vegan or Halal

So, let's talk price, first of all. We all have to think about those margins! If price is the absolute number one priority for you, then we'll direct you towards two of our brands in particular: Schokinag or Vanova. The first brand is German, and all but one of the second are Belgian. Both produce chocolates which are all-round crowd-pleasers, easy to work with and suitable for most applications.

Price is of course important to every business, but if everyone used the same chocolate we'd live in a culinarily beige world!

The other key factor is what you want to use the chocolate for. If you are a baker, a bake stable chunk might be what you need. Perhaps you need to make thicker shells for Easter eggs, in which case Callebaut L811 is a great option. If you're looking at the Callebaut and Cacao Barry ranges, you will find a series of drops on the fronts of the packs; the more drops, the more fluid the chocolate. Whatever you need, or even if you simply want a great all-rounder to use as your house chocolate, our team can advise.

The flavour is the thing we get particularly excited about! Like wine, chocolate is available in an endless array of flavour profiles, from bitter to sweet, fruity to astringent and everything in between. We have chocolates with notes of vanilla, tobacco, herbs, exotic fruits... you name it! Flavour is dictated by the type of cocoa bean, the terroir and soil in which those beans are grown, and variables in the manufacturing process, such as the fermentation period and the other ingredients used.



We also have chocolates where the flavour and mouthfeel are dictated by national preferences - Stewart & Arnold is created in line with the British palate, for example.

The flavour notes within the chocolate determine the flavours that naturally pair with it, so whatever flavours you choose to fill your chocolates, layer your dessert or bake in, we can offer suggestions. Some of them may surprise you; Valrhona's Manjari pairs with Szechuan pepper and Morello cherry, while Cacao Barry Ocoa works with the flavours of paprika, pear... and sea scallops!

We sell a wide range of chocolates from specific origins - country, region or even plantation. And origin influences more than flavour. It's the cocoa's origin that gives it its story plus its ethics and sustainability profile. Valrhona, for example, is a proud B Corp and their chocolates are made in Hermitage, a wine-growing district near Lyon. Increasingly, consumers want to know where their chocolate comes from, so choose chocolates that align with your values and with a great narrative to inspire them.

Finally, you may need something specific from your chocolate, such as vegan, dairy-free or Halal. Our team can advise, but this is also where our website filters are your friend. Just filter by your requirement, and download the attached specs for the products to check the results meet your specific needs.

Whatever your incentive for trying new chocolates (and sometimes it's simply about offering your customers variety and keeping them coming back to see what's new!) we encourage you to make use of the expertise we have here. Samples are available for most chocolates and your Keylink contact will always be ready to advise.

Happy tasting!





Chocolate Brand Profiles

This section features an introduction to each of our chocolate brands, including information on the story and history behind each, their ethics and sustainability approach and the unique characteristics of each collection.

On every page you will spot a QR code. Use your phone to scan the code to be taken to that brand's full range on our website, where you can also learn more about the products and how to work with them.

Brand profile...

Barry Callebaut



The Barry Callebaut product range covers applications for chocolatiers, bakers, chefs and patisserie chefs, from their classic Imperial Medium dark chocolate, to their coating range and bakestable chunks and drops.

Barry Callebaut is a leading manufacturer of high quality chocolate and cocoa products. We sell a number of Barry Callebaut chocolates and coatings.



Scan to see the full range

Ethics and sustainability

With the plan to make sustainable chocolate the norm, Barry Callebaut created 'Forever Chocolate'. This represents the plan to address challenges in the cocoa industry and ensuring farmers prosper, human rights are upheld, sustainable ingredients are used all while allowing the natural habitat of cocoa plantations to thrive.

By 2025, more than 500,000 farmers in their supply chain will have been lifted out of poverty, their entire supply chain will be covered by Human Right Due Diligence, remediating all identified child labour cases, while using 100% certified or verified cocoa and being forest positive.

To read the latest progress report for Forever Chocolate, scan the QR code.



Brand profile...

Callebaut Chocolate



Using only the finest ingredients, Callebaut is among the most popular professional chocolate brands and has been crafting its Finest Belgian Chocolate in the heart of Belgium for more than 100 years. Made with dedication passed on from generation to generation, Callebaut chocolates are crafted with 100% cocoa butter and bourbon vanilla, producing premium quality couvertures that are relied on every day by chefs and chocolatiers to create great tasting delights.

The Callebaut range covers every application, featuring their classic dark, milk and white chocolate, Callebaut Gold, the innovative Ruby RB1, as well as a range of cocoa powders, pralines, fillings, chunks and drops (bakeable and standard), truffle shells and mousse powders. From tempering to baking, enrobing to dessert making, you can rest assured there is a product to suit your requirements that yields consistent results.

Should you need a more detailed look at the Callebaut products, we're always on hand to help and offer advice. Plus, with a comprehensive product range supported by the UK Chocolate Academy, Callebaut TV and a wealth of online recipes, tutorials, troubleshooting guides and inspiration, it's no wonder that Callebaut has long been a "go-to" brand for everyone working with chocolate.

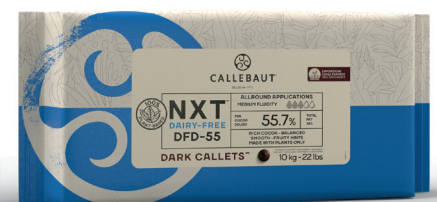
Ethics and Sustainability

Callebaut's commitment to an ethical supply chain, zero child labour and sustainability is embodied by its partnership with the Cocoa Horizons Foundation. For every Callet™ of the Finest Belgian Chocolate range, Callebaut sources 100% sustainable cocoa. And for every pack you purchase, a part is reinvested in the farmers and their communities. By partnering with the Cocoa Horizons Foundation which works directly with farmer groups, Callebaut support farmer training and empower young farmers & women farmers to excel in their craft.

Established in 2015 by Barry Callebaut, The Cocoa Horizons Foundation is an independent, non-profit organisation supervised by the Swiss Federal Foundation Supervisory Authority which works to improve the livelihoods of cocoa farmers and their communities through the promotion of sustainable, entrepreneurial farming, improved productivity and helping to build self-sustaining communities within the cocoa farming sector that protect nature and children.



Scan here to browse the Callebaut range on our website.



Brand profile...

Cacao Barry



Part of the Barry Callebaut family of brands, Cacao Barry products feature characterful chocolates designed to unlock the sensorial richness of cacao.



Known for their innovation, Cacao Barry chocolates are perfect for the professional that is always creating and concocting new recipes whilst fulfilling the need for distinct chocolate options. Their Wholefruit Evocao™ chocolate utilises the cocoa plant to its full potential by including the pulp of the cocoa bean during the processing stage, resulting in a zesty and fruity alternative to a traditional chocolate. In addition, their Pureté range aims to offer the purest cocoa flavour, a wonderful option for bakeries in need of intense cocoa flavour profiles.

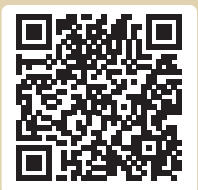
Behind each of their chocolates is a story and unique flavour. From their origin chocolates, such as Fleur de Cao and the legendary Zephyr, to pralines, cacao powders and their wafer fillings, Cacao Barry covers a wealth of options for every profession.

100% of Cacao Barry cocoa beans are sustainably sourced, and Cacao Barry works in partnership with the Cocoa Horizons program. Established in 2015 by Barry Callebaut, The Cocoa Horizons programme is an impact-driven programme which focuses on prosperity for cocoa farmers and helping to build self-sustaining communities within the cocoa farming sector that protect nature and children.

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see page 5



To see the Cacao Barry range scan this QR code



Brand profile...

Luker Chocolate



Since 1906 Luker Chocolate (formerly known as CasaLuker) have been developing an extensive variety of exquisite and distinctive chocolates, produced in Colombia. Ideal for baking, desserts and gelato, Luker has become a favourite for chocolatiers and chefs looking for chocolates with a fantastic story and plenty of personality. Plus, for that extra level of truly authentic flavour, Luker Chocolates are made using undeodorised cocoa butter.

Luker is a family-owned company that works across the entire chain of chocolate development, from educating farmers and cultivating cocoa on their own farms, to creating their own chocolate. The Fino De Aroma beans they use in their chocolate are seen as one of the highest quality and along with their conching process (the process of creating smooth chocolate and removing all the grainy textures), this gives Luker chocolate its distinctive flavours and mouthfeel.

With chocolate made from beans sustainably grown in and around Colombia, a fully integrated value chain, sustainability and community focus are at the very heart of the Luker ethos. They call their vision The Chocolate Dream.

The Chocolate Dream involved Luker starting a cocoa plantation in Necoclí in Colombia in 2011, called Farm El Rosario. The ethos behind The Chocolate Dream is to increase cocoa availability and to be able to have a substantial, positive impact on communities through education, entrepreneurship, agricultural development and job creation. Made up of fifteen ideals which are closely aligned with the UN's Sustainable Development programme, these include promoting environmental projects, exchanging knowledge, promoting entrepreneurship and fostering the arts and humanities.

By purchasing Luker chocolate, you're supporting this change, the plan to make development of cocoa in Colombia more sustainable, and improve farmer income.



To learn more about Luker and their approach to producing chocolate in Colombia, scan this QR code.



Brand profile...

Schokinag



SCHOKINAG

Schokinag have been manufacturing chocolate for 100 years and are recognised as one of the key manufacturers in Europe. The Schokinag brand represents high quality chocolate, great value for money, and has been a favourite of Keylink customers for over 35 years.



Suitable for everything from enrobing to bakery applications, to drinks and desserts, we think you'll love its workability and its well-rounded creamy flavour... and all for a great price! Their no frills range includes dark, milk or white grades, all in the form of easy-to-melt chips.

Schokinag is a member of the German Initiative on Sustainable Cocoa (Forum Nachhaltiger Kakao), contributing to the initiative's joint effort towards improving the livelihoods of cocoa farmers and increasing the proportion of certified sustainable cocoa.



Scan to see
the full range



Brand profile...

Stewart & Arnold



Inspired by recently uncovered traditional recipes, this range of British-made chocolate is specifically tailored to the preferences of the British palate and brings the very best of Barry Callebaut's chocolate expertise to a contemporary audience. With a rich and deeply smooth distinct flavour profile, the range of Great British Chocolates includes 70% dark chocolate, 55% dark chocolate, 35% milk chocolate, and white chocolate.

Rediscovered and now produced in Banbury, the brand's history dates all the way back to 1945. Created and manufactured in Britain, Stewart & Arnold not only tastes indulgent but is also easy to work with and suitable for a diverse range of applications, making it a quintessentially British chocolate for discerning artisan producers.

The Stewart & Arnold range is created using 100% sustainably sourced cocoa, the freshest milk from British farmers, as well as premium quality bourbon vanilla to deliver the best tasting chocolate.

As Stewart & Arnold is owned by Barry Callebaut, this means that these products are covered under the Cocoa Horizons Foundation, and that all included ingredients will be 100%, helping Stewart & Arnold achieve its 2025 Forever Chocolate commitment.

Established in 2015 by Barry Callebaut, The Cocoa Horizons programme is an impact-driven programme which focuses on prosperity for cocoa farmers and helping to build self-sustaining communities within the cocoa farming sector that protect nature and children.



Scan to see
the full range



STEWART & ARNOLD



GREAT BRITISH CHOCOLATE
SINCE 1945

Brand profile...

Valrhona



Known for making some of the finest chocolate for both consumer and industrial level customers, the Keylink range of Valrhona chocolates provides a consistent, fine quality product, perfect for chocolatiers, bakers and pastry chefs! In their own unique drop design (called fèves), these also make stylish decorations atop chocolates.



Their expertise ensures every chocolate has a remarkable flavour profile and chocolatiers have access to unique chocolate options and perfectly balanced flavours.

In January 2020, Valrhona became a certified B-Corporation, a label that recognises the most ethically committed companies, meeting the highest standards in their social and environmental impact. Valrhona joined with the aim of creating a fairer, more sustainable cocoa industry alongside truly special chocolates.

Their sustainability work moves far beyond this also. With their carbon footprint at their Tain-l'Hermitage factory being reduced by 57% since 2013, 83% of their packaging being recyclable and their water consumption being reduced by 60% since 2013, Valrhona are acutely aware of the environmental impact of manufacturing and take the necessary steps to mitigate this.

Scan to see
the full range



Brand profile...

Vanova



The Keylink range of Vanova chocolate couvertures are an exciting solution for the baker, chef, chocolatier or artisan looking for Belgian chocolates that blend dependability and creativity together, all at a great price point.

With the Vanova button and chips range being an easy-to-melt product, you can rest assured that these chocolates are a breeze to work with, easy to temper and offer value for money, no matter the application. Their core range of dark, milk and white grades are highly versatile and suited for every application, from moulding to coating, for chocolate and bakery products.



Scan to see
the full range



Brand profile...

Veliche Gourmet



Well known for their characterful gourmet Belgian chocolate couvertures, Veliche chocolates are created with the intention of inspiring creativity. Ideal for chefs and chocolatiers alike, Veliche offers fine chocolate with a good balance of flavour. From powerful dark chocolates to delicate milks and whites with a hint of caramel, the core Veliche range will stand on its own, without overpowering other flavours. In an easy-to-melt chip form, as well as drops and chunks for baking, Veliche cover all bases for all needs.

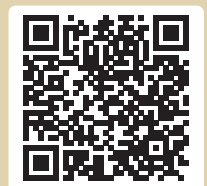


Should you need something with a more dynamic flavour profile, the Veliche origin range brings an intense yet well balanced option for those looking for a real stand-out flavour profile.

Veliche Gourmet is produced sustainably, using Rainforest Alliance certified cocoa and empowering cocoa farmers and women in the supply chain, from the hands that pick the pods to the hands that make the chocolate. The Rainforest Alliance seal also ensures any products that display this are using processes that support social, economic and environmental sustainability.



To learn more about Veliche Gourmet, scan the QR code







An introduction to our

Product Ranges

In the following section you will find a summary of each of our product categories, set out in the same way as you can browse them on our website. Each page explains what the range contains, how they can be used, and some of the brands we stock.

On every page you will spot a QR code. Use your phone to scan the code to be taken to that brand's full range on our website, where you can also learn more about the products and how to work with them.

An introduction to...

Coatings

Coatings are comprised of cocoa powder, vegetable fats and sugars, so they have a similar taste to chocolate but without the same mouthfeel. With no tempering required, simply melt then drip, coat or dip and allow to cool and set. Perfect for bakery applications.

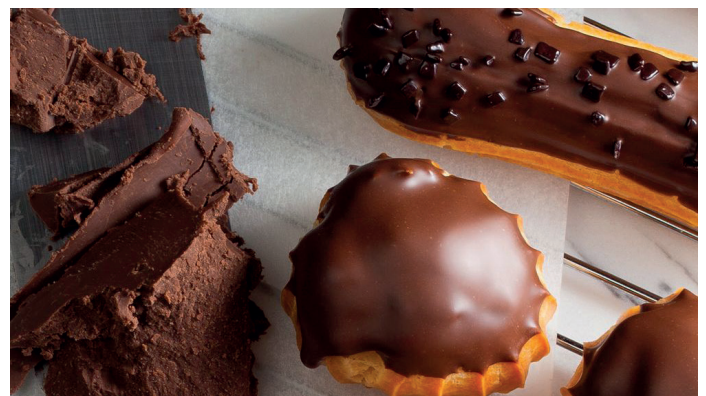
Why use a coating rather than chocolate, and what's the difference?

- When running a bakery, time is of the essence and tempering chocolate is not a quick process. Coatings can be an easier and less risky option.
- Coatings offer a less brittle texture than chocolate, often making them more practical and easier to use with cakes and other bakery products.
- Coatings are also less temperature-sensitive than tempered chocolate making them better suited to warmer retail environments.

Our range includes:

- Dark coating
- Milk coating
- White coating

Scan to see
the full range



Cocoa Products

Cocoa products generally cover four categories: powder, mass, nibs and butter.

Cocoa nibs

- Once the cacao bean has been roasted, cacao nibs are the result of grinding these down into small, chunky pieces. Sometimes they will also be raw (not roasted).
- Nibs tend to work best as a topping or decoration in chocolate applications, however they can also be used as an inclusion in bakery products such as muffins.

Cocoa mass

- After roasting, cacao beans are ground into a semi-liquid form (known as liquor). This is formed into drops or buttons with no sweeteners added. This is the mass.
- With no sweeteners added, the mass is perfect for when you want to increase the intensity of the chocolate flavour in your product without affecting its sweetness. Or, you can make your own chocolate bars by mixing with cocoa butter, sugar and milk powder!

Cocoa powder

- When cocoa beans are processed the product is dried, pressed to remove most or all of the cocoa butter and then ground into a fine powder. Each powder has different fat levels and each with their own flavour profile.
- Fat levels determine the application it's best suited for. High fat will blend with equally high fat products (cream-based desserts or buttercream toppings) and low fat is perfect for dusting on products such as a tiramisu as it sits atop, rather than sinking into the cream.

Cocoa butter

- When the cocoa liquor is created, this will be compressed until the fat separates from the liquor, resulting in cocoa butter. We offer non-deodorised (natural cocoa odour remains) and deodorised options (odourless).
- Adding cocoa butter to your chocolate increases its fluidity, which can be an advantage in certain applications such as enrobing or dipping. It also gives the benefit of a much glossier finish on your chocolate once set.



Scan to see the full range



An introduction to...

Truffle Shells, Hollow Cups & Shapes

Ready to fill in an assortment of sizes and designs, our chocolate shells, cups and shapes are convenient, easy to use products that cut out the time consuming process of shell making, whilst retaining a high quality flavour.

Why use shells, cups and shapes?

- Truffle shells and hollow cups are a very convenient way to make chocolates as they allow you to focus your time and creativity on the important part of your chocolates, the centres and presentation.
- Our truffle shells and hollow cups will ensure that every batch of your chocolates have consistent, perfectly tempered high quality shells.

Our range includes:

- Shells
- Cups
- Domes
- Stars
- Fir Trees
- Eggs
- Hearts

Scan to see the full range



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with our
Discount Policy
see page 5



Chocolate Novelties

Our chocolate novelties are a fabulous option for the chocolatiers looking for an eye-catching shelf filler with quality in mind. A range of Swiss and Belgian chocolates (plus, coffee flavoured chocolate beans!) means you can keep your shelves looking smart with superb quality chocolate.

Why use novelties?

- When running a chocolate shop or bakery, it's imperative your shelves are kept well stocked. Our chocolate novelties are great to generate easy, extra sales or even to just fill your shelves.
- From 500g to bulk orders, you can buy in small or large pack sizes.

Our range includes:

- Foiled Swiss milk chocolate hearts
- Real coffee beans coated in dark chocolate
- Chocolate pearls
- Coffee flavoured and shaped milk chocolate



Scan to see the full range



Featured Article

Filling and Flavouring Masses Why Use Them?



We carry a wide range of specialist, high performance and quality, ready-to-use products that can add real value to your creations and your business. In this article, we seek to highlight why masses are a worthwhile investment in your business and what they can offer.

Quality

Produced by highly respected specialists in the industry, including Callebaut, Nigay, Cacao Barry, Kessko and Lubeca, each of our premium, indulgent filling and flavouring masses have been carefully developed and perfected to provide an excellent balance of flavours, textures, workability and versatility.

An added benefit of these masses, is that some will offer a longer shelf life than a comparable self-made product, such as Tintoretto, Crème a la Carte or Kessko's Truffle Mass.

Versatility

From firm, cuttable masses to smooth, spreadable pastes, there are options for every application including making chocolate centres, desserts and gelato or as fillings in baked goods. Many of these can also be flavoured, aerated or just packed with inclusions.

Some of our masses have also been designed for flavouring rather than using on their own. A great example is the Natural World range of 100% nut pastes, which are suited to flavouring anything from bakery products to desserts and gelato. You can even blend them with chocolate to make your own, unique version of a gianduja.

Convenience

Working with a ready-to-use filling mass, such as Kessko Gourmet Truffle Mass, Callebaut Crème a la Carte or any of our giandujas, marzipans or pralinés, can save you an enormous amount of time. This is valuable time you can then spend on flavouring the mass, decorating the end product or completing those important ongoing tasks waiting to be done!

In addition to increasing your daily output, being able to scoop or cut only exactly what you need can also help to significantly reduce wastage.

Consistency

One of the many benefits of using a specialist product made by a reputable company is that you will always get the same flavour profile, texture and workability from batch to batch and year to year.

This translates into needing less staff training, and having fewer production issues, as you're not relying on the knowledge of a recipe from one person, but instead the (consistent!) product itself. Meaning no more trial and error or split ganaches!

Explore our huge range of fillings and flavourings - scan the QR code.



An introduction to...

Chocolate Drink Powders

Our Van Houten chocolate drinks powders are made from 100% ground Belgian chocolate. They're the perfect opportunity for chocolatiers to start offering hot or cold drinks as 'add-ons' or even to sell as they are for your customers to make at home.

The uses of drink powders

- Drink powders can be used in both hot and cold drink applications (milkshakes, mochas, frozen drinks, hot chocolates).
- They can pair with your other topping products such as Crispearls or chocolate shavings, giving you the opportunity for upselling.

Our range includes:

- Gold chocolate
- Dark chocolate
- White chocolate
- Milk chocolate
- Ruby chocolate



Scan to see the full range



Fillings and Flavouring Masses

Our range of masses and pastes offer convenient, ready-made products for flavouring, filling, layering and topping pralines, cakes, patisserie, ice cream and desserts. They are high quality products which are very effective in application and many offer a longer shelf life straight out of the tub than self-made fillings.

Scan to see the full range



Ganache

A blend of chocolate and cream, a ganache is the standard filling for a truffle and can be flavoured in endless ways.

Hazelnut cremes and gianduja

Both are blends of hazelnuts and chocolate, ideal as chocolate centres or for use in patisserie.

Mousse powders

Pre-mixed powders made with real chocolate for a luxurious chocolate mousse. Just add milk!

Fondants

A sugar-based, economical alternative to ganache, fondants can be flavoured and coloured to suit your needs.

Chocolate fillings

Pipeable chocolate-based fillings used in patisserie products and chocolates.

Nut pastes and pralinés

Nut pastes are 100% nuts and generally used for flavouring. Pralinés are a blend of nuts and sugar and are primarily used as a chocolate filling or in desserts and ice cream.

Marzipan

Ground almonds mixed with powdered sugar. Often dipped in chocolate or used as a chocolate filling.

Caramel & toffee fillings

Dulce de leche and caramel fillings.

Crunchy fillings

Pipeable chocolate fillings with crunchy additions such as cereal balls and cocoa nibs.

Patisserie glazes

Giving flavour and a glossy shine to finished patisserie creations.

An introduction to...

Flavourings

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see page 5

We offer a wide range of water-based and oil-based flavourings for making chocolates, patisserie, and bakery products.

Flavouring oils and drops

- With water or oil-based formats, these are added directly into your product mix.

Concentrated liquid flavours

Vanilla powder, pods and extract

- True Madagascan vanilla for authentic flavour.

Flavour pastes

- Ideal for mixing with ganache, chocolate fillings and gelato, these are natural flavours that are added directly to your product mixture.

Ambient fruit purées

- Flash-pasteurised, these purées contain 90% fruit and 10% sugar and give the most natural fruit flavour possible.

Alcohol concentrates

- Alcohols offer a unique flavour profile that can't be replicated and can elevate your product to a more premium level. They also help increase shelf life.



Scan to see the full range



General Inclusions and Decorations

Toffee, caramel, nougat & fudge

- Toffee, caramel and fudge are perfect as toppings and inclusions for bakers, chocolatiers, ice cream and gelato manufacturers. Nougat can be used as a topping, or enrobed in chocolate!



Nut products

- Almonds, hazelnuts, pistachios, peanuts, pecans and coconut – sliced, chopped, whole or pins.



Crushed wafer filling

- Use to add a delicious crunchy texture to your ganache, praline or cake filling.



Crystallised flowers

- Made with real flower petals by coating them in sugar, these are a wonderful decoration choice for cakes and chocolates.



Marshmallows

Popping candy

Honeycomb

Griottines and Framboisines

- Griottines are Morello cherries soaked in Kirsch or Cointreau, and Framboisines are raspberries steeped in liquor and raspberry brandy.



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Featured Article

Shelf Life

One of the topics we're asked about most here at Keylink, is shelf life. While the variables involved mean we can never, sadly, advise an exact shelf life for your finished products, we can offer plenty of guidance on the factors that affect shelf life, and tips on how to extend it!



What is meant by shelf life?

The term shelf life refers to the time in which a product is safe to consume and keeps its original form and texture. If not prepared and stored correctly, food can become susceptible to microbial growth (the growth of dangerous bacteria), making it harmful for human consumption and creating potential 'off' flavours.

Every product is susceptible to some form of microbial change and the below are often the main culprits:

Contamination and poor hygiene practices

Your chocolate can easily spoil if contaminated with water or unclean tools and surfaces.

Fresh ingredients

While fresh ingredients such as cream have their obvious benefits, their higher water content inevitably equals a shorter shelf life.

Air pockets and cavities in chocolate shells

Any gaps in a filled chocolate can create a breeding ground for bacteria, as well as drying out your filling and changing the texture.

Ingredients storage

Ingredient contents should be stored in airtight containers prior to use and once opened, stored in cool conditions away from areas with high moisture levels. Chocolate in particular can also absorb flavours from its surrounding environment.

Storage conditions of finished chocolates

Storing finished chocolates away from moisture and at the correct temperature is also important to prevent bloom and spoilage.

How can I extend my shelf life?

Convenience and long life products

These are ready-to-use products that already have a more stable structure, so offer a longer shelf life. These usually cover products such as Cremas, UHT cream and pre-made ganache.

Freezing chocolates as a storage option for finished chocolates

Finished chocolates can actually be frozen! Provided they are in an airtight container, this is an ideal option for keeping your chocolates ready for when you need them. They should be defrosted over several days.

Culinary alcohols and alternative sugars

Using culinary alcohols (60% proof or higher) acts as a preservative. The alcohol sterilises the environment within your chocolates and helps to prevent microbial growth. When it comes to using alternative sugars for shelf life extension, sorbitol (a sugar alcohol) prevents bacterial growth, and invert sugar is hygroscopic, absorbing moisture.

General shelf life calculation

Working out the exact timings of shelf life often requires extreme precision on exactly when a product may 'turn'. However, the below options can help in ascertaining shelf life:

Weekly batch testing of your product. Cutting open one chocolate 1-2 times a week will soon tell you if there are signs of spoilage or a change in flavour.

Calculating any water activity using an AW meter (water attracts bacterial growth).

The keys are to use as little water as you can, and give bacteria as few chances to grow as possible!

Following all the advice outlined above will help you navigate your shelf life challenges. If you would like to learn more about shelf life, you can watch our live stream with the UK Chocolate Academy! You can also download a handy guide, containing recipes, via the link in the shared video.

View a recording of our shelf-life livestream - scan the QR code.



An introduction to...

Chocolate Inclusions & Decorations

Bake stable chocolate inclusions

- Being bake stable, these chocolates will keep their form when used in bakery applications. Our chunk and drop range, available in many sizes, is excellent for muffin and cake inclusions.

Plaques

- With using a personalised or standard design, our chocolate plaques can further your branding or help a product stand out in your display.

Crispearls

- Small, Belgian chocolate-coated cereal balls, these are superb for delicate decorations or just to add a wonderful crunch.

Chocolate shavings

Curls/blossoms

- Small curls of chocolate created by scraping sheets of chocolate until a curl effect is created. Ideal for cake and muffin toppings.

Buttercurlies

- Much like the curls, Buttercurlies are rolled into themselves, only these are more dense and form a short, cylindrical shape. A great option for bakery toppings.

Chocolate pencils

Vermicelli

- With a similar look and feel to hundreds and thousands, this chocolate topping adds a playful look to bakery products.

Chocolate splitters

- With a miniature pebble-like shape, splitters are a crunchy chocolate topping with a highly polished finish.

Chocolate spheres

- An innovative range of hollow seasonal decorations (not fillable).

Chocolate coffee beans

- Solid chocolate in the shape of chocolate beans, with coffee flavour!



Scan to see
the full range



An introduction to...

Fruit Inclusions & Decorations

Freeze and spray dried fruits and powders

- Best suited to bakery and chocolatier applications, this product range covers sliced and whole dried fruits with a powdered option for dusting.

Candied fruit

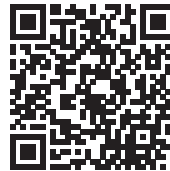
- Candied Valencia orange slices, strips and pieces, along with ginger, lemon and blueberries. Ideal for decorating or enrobing, with exceptional quality flavours.

Dried fruit

- Sultanas, cranberries, apricots and lemon, dried and ready for chocolatier or bakery applications.



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An introduction to...

Transfer Sheets & Texture Sheets

A brilliant option for elevating your chocolate presentation. Transfer sheets 'print' a coloured design direct onto your chocolate, while texture sheets leave a relief pattern and are re-usable.

- All year round designs
- Cocoa powder transfers (100% cocoa powder)
- Christmas designs
- Spring and Easter designs
- Valentine's designs
- Halloween designs
- Texture sheets
- Cake strips
- 3d Easter egg blisters

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the full range



Personalised transfer sheets & chocolate plaques

- Our transfer sheets can be personalised to your design, to help create branded chocolates and expand brand awareness.



Food Colours and Sprays

All our colours are fat soluble, designed to work best in high fat products including chocolate.

Power Flowers

- Made of 60% cocoa butter and 40% colour, blend these together using the Power Flowers colour chart (app available) to create your unique colour.

Coloured cocoa butters

- Made for spraying with a compressor gun or creating swirl patterns directly into a chocolate mould.

Powdered colours

- Made for mixing directly into chocolate to colour it, these can also be mixed with cocoa butter to make a liquid colour for spraying.

Cocoa butter and food lacquer sprays

Gold and silver flakes and sheets

ROXY & RICH
- COLORANTS -



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An introduction to...

Ice Cream & Gelato

A large range of decorations and inclusions for ice-cream are available

In our range of ice cream and gelato products, we cover all options, from bases, to toppings, decorations and inclusions.

What are bases?

- All our bases are perfectly balanced "complete" bases, which means there is no need to add any sugars, emulsifiers or stabilisers. It also means that you do not need to pasteurise or age the mix (unless you are using unpasteurised milk). This makes the whole process of making gelato much quicker and easier.

Our flavourings range:

Flavour paste compounds

- Flavour pastes are liquid flavourings, offering superb quality, natural flavour and are perfect for adding to ice cream, gelato or chocolate applications.

Flavouring masses

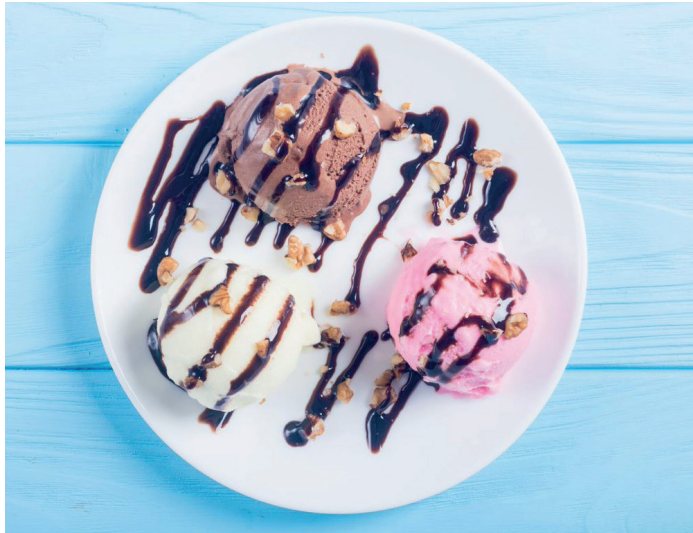
- These masses include caramel and Dulce de Leche fillings that can be added directly into ice cream for flavouring and fantastic visual results.

Ambient fruit purées

Nut pastes

- Perfect for an authentic nut flavoured gelato, these 100% nut pastes can be added directly into your ice cream or gelato mix.

Vanilla Powder, pods and extract



Toppings and Sauces

ICE chocolate

- Made specifically with ice cream dipping in mind, this chocolate can be melted and then used to cover your ice cream creations, resulting in a firm chocolate snap.

Topping sauces and coulis

- Our range of toppings offer natural, authentic flavours made from real fruit. Great for ice cream and desserts.

Sundae toppings

- These truly unique and delicious chunky sundae toppings are made with real fruit and can be spooned directly onto ice cream or layered desserts.



Scan to see
the full range



An introduction to...

Boxes – Fold up

All the packaging in this category is supplied flat packed. Flat-packed boxes are very convenient to store and are usually fairly quick and easy to assemble. Our collections are designed to be flexible and versatile and when combined with a decorative ribbon and personalised foil-blocking, you can be confident of creating a unique look and feel for your products!

Our range of fold up boxes includes:

- Traditional ballotins
- 'Mix and match' rectangular box range
- Novelty clear boxes
- Easter egg boxes
- Clear cartons
- Card stick boxes

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with our
**Discount
Policy**
see page 5



Boxes – Rigid

Rigid boxes are at the prestigious end of packaging, being firmer than fold-up boxes and with a reassuringly solid, luxurious feel. Our boxes are available with solid or clear lids in squares or rectangles and can be personalised with foil blocking.

Our designs:

- Board bases & clear / board lids
- Clear bases & clear lids
- Heart boxes
- Stick boxes

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the full range



An introduction to...

Bags – Stand Up

With solid, integrated bases, our stand-up bags range from Kraft-backed to transparent, metallised-effect and printed designs to seasonal options. The bags are generally made from polypropylene but we also have a range of Natureflex biodegradable and compostable bags. There are a raft of personalisation options with lower minimum order quantities than you might think. In addition, we also have standing pouches and paper carrier bags.

Our designs:

- Clear
- Patterned
- Metallised
- Kraft paper-backed
- Christmas
- Easter
- Valentine's
- Halloween

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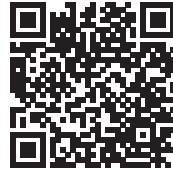


Bags – Miscellaneous

In addition to bags with fitted bases, our bags range also covers:

- Block-bottom clear bags
- Crimped base gusseted bags
- Bags with glued bottoms
- Mint pockets
- Bags for bars & figures
- Drawstring fabric bags

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An introduction to...

Ribbons

The classic final touch to any box or bag, the ribbon is a wonderfully simple way of adding an elaborate decoration to complete your packaging in a variety of colours and sizes.

Pull-bow – standard / raffia

- A simple way of creating an elegant bow. Simply pull both ends of the bow lining and the material will ravel together to form a bow.

Fabric

- Lots of different fabrics, colours and sizes.

Raffia

- Colourful paper ribbons for a rustic look.

Curling ribbons

- Ribbons that curl into a ringlet once sliced down the middle with a knife or scissors.



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the full range



Cords, Bows and Ties

A selection of twist ties for securing bags, along with luxurious satin pre-tied bows and elasticated cord loops, making premium packaging a breeze.

Why use a pre-made product?

- While a handmade bow offers a lovely personal touch, it's not always convenient as it's a time-consuming process. A pre-made option offers a beautiful solution that takes minimal time and effort.
- With off-the-reel ribbon material, there can be wastage and this all adds to material costs. With pre-made options, it's simply a case of attaching or wrapping and your packaging is ready to go with no in-house wastage.



You can find
a vast selection of
ribbons of all kinds
on our website

Scan to see
the full range



Presentation Products



In addition to boxes and bags, we offer a wide range of all the miscellaneous accessories you need to complete the perfect presentation.

Insert trays

- A range of inserts in different sizes to match our presentation boxes, available in black, gold and clear.

Dividers

- Made to match our presentation boxes, these card dividers are a great way to showcase your chocolates.

Platform bases

- Designed to fit in the bottom of boxes, these reduce the internal depth of your box and are great for presenting smaller chocolates, such as dipped pralines.

Cushion pads

- Our 5-ply cushion pads are ideal for raising the height of your chocolates or adding a protective layer above them.

Baking cases

Glassine

- Glassine cases are grease resistant and as such, perfect for chocolate presentation.

Aluminium foil

- Aluminium foil is available by the roll or pre-cut in a very wide range of colours for wrapping individual chocolates.

Cellophane film

- This is a food-compatible film, ideal for wrapping moulded figures and Easter eggs, or even hamper trays.

Hamper trays

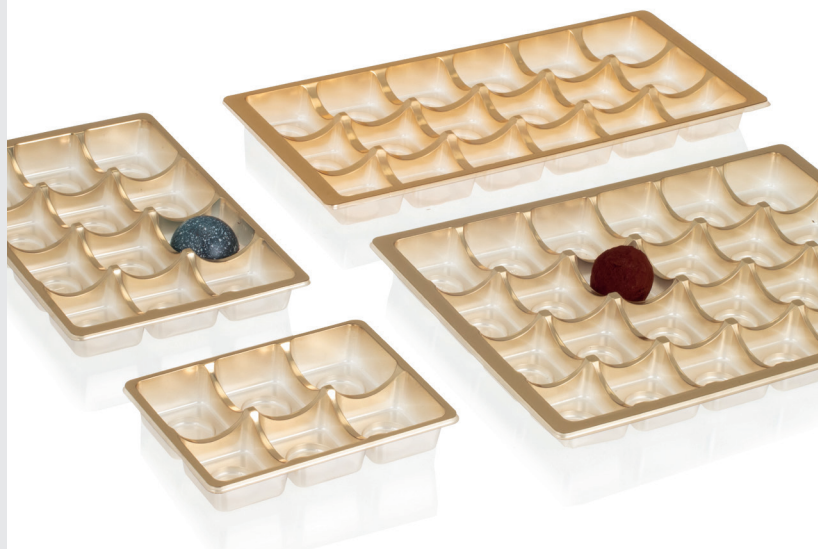
- These corrugated card trays are a wonderful solution for presenting an assortment of products for gifting.

Shredded paper and tissue paper

- Made from 100% UK recycled paper, our shredded paper is available in a natural or cream finish and adds a touch of class as well as cushioning inside your box.

Stickers

- For the final touch, our stickers are available in clear and gold, perfect for sealing boxes and bags and to enhance your branding.



Personalised Packaging

Using our in-house hot-foil blocking service, we'll ensure your packaging gets a personal, premium finish.

Why use personalised packaging?

- Adding your brand to packaging adds a level of brand awareness, customises your packaging and, with the right design, offers a unique finish.

What is hot foil blocking?

- A sheet of foil is placed between your box and a die or stamp. Your design is then imprinted onto your box by pressing the die into the material under a large amount of pressure and heat.



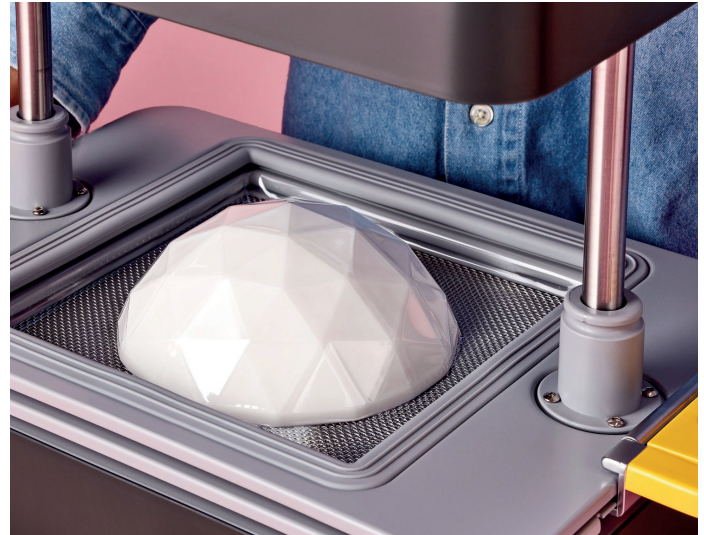
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An introduction to...

Equipment and Accessories

When it comes to chocolate making, as with many things, having the right equipment can make your business more efficient, more productive and improve the quality of your finished products all at the same time. While equipment can have a significant upfront cost, especially when you get to automatic tempering machines, the benefits will often far outweigh the initial cost over time. If you lease the machine, the benefits can easily be greater than the monthly cost from day one!



Melting / tempering tanks

- Visit KeyChoc, our sister company, at www.keychoc.com

Guitar cutters

- Easily cut your praline mass into small, bitesize pieces for dipping or enrobing.

Table-top melters

- These melters are great for seed tempering and holding your chocolate at the required temperature.

Airbrushes

- Use our airbrushes with a compressor, then simply choose your colour and spray away.

Accessories

- Accessories to help with scraping, dipping, enrobing and more.

Stencil mats

- Make your own discs and plaques, using transfer sheets if you want a design on one side.

Mayku Form Box

- Create your own mould with the Mayku and make every chocolate personalised.

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the full range



Chocolate Moulds

A staple in any chocolatier's kitchen, we offer a wide variety of moulds for every occasion.

Types of moulds:

- Pralines
- Figures & spheres
- Easter eggs
- Neapolitans
- Snacking bars
- Bars
- Magnetic chocolate moulds
- Lollipops

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For everyone working with chocolate

Ordering is easy...



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