



COCOA POWDERS



Explore deZaan's new cocoa powder range for professionals

Founded in 1911 as a cocoa-pressing factory on the banks of the Zaan River in the Netherlands, deZaan has spent more than a century setting the standard for cocoa ingredient excellence.

At the heart of our approach is a desire to share the vast potential of cocoa with the world. Our cocoa powders are renowned for their variety and quality, with colors that range from red to brown to black, across low- and high-fat contents and natural and dutched variations. Together, our cocoa powders represent the full range of flavors, colors, and textures that cocoa has to offer.



4

Key Elements of Cocoa

1 Dutching

The dutching (also known as alkalization) process involves the treatment of cocoa nibs with an alkaline solution. Developed in the Netherlands in the early 1900s, dutching significantly impacts the color and flavor of cocoa powder. It generally leads to a darker or redder cocoa powder, mellowing the acidity and allowing the cocoa's deep, natural flavors to emerge. It also impacts the pH of the cocoa, with a natural (non-dutched) cocoa having a pH of around 5 and heavily dutched powders having a pH of around 8. This change in pH should be noted in recipes that use only baking soda as a leavening agent. When baking soda reacts with acidic ingredients like natural cocoa powder, carbon dioxide is produced, causing the baked product to rise and become lighter; alkaline dutched cocoa will not produce the same result. Alternatively, when baking powder (or a combination of baking soda and baking powder) is used as a leavening agent, natural or dutched powder can be used. Since baking powder is already pH-balanced (acid/base), the cocoa is there less for its part in the leavening process, and more for its rich cocoa flavor.

2 Color

deZaan's unique range of visually striking cocoa powders gives professionals a vibrant palette to experiment with, from the natural shades of True Gold and True Dark powders to the vibrant dutched hues of Crimson Red and Rich Terracotta or the intense tone of Carbon Black. Both the dutching and roasting of the cocoa beans affect the color of the powder, with dutched powders tending to be darker and natural powders lighter. One distinctive characteristic of cocoa powder is the difference between the wet and dry colors of the powder. The dry color is the color you see when you look at the dry cocoa powder, before combining it with any other substance. The wet is the color you see after combining it with a wet substance such as water, dairy, or fat. For example, True Dark appears lighter than True Gold in its dry form (because True Gold has a higher fat content), but when added to other ingredients, it becomes much darker. Powders in their dry form are perfect for finishing confections such as truffles, or for decorating cakes, pastries, or mousses with a light dusting. When powders are mixed with wet ingredients, such as in an ice cream or glaze, both the color and the flavor of the cocoa powder will be enhanced.

3 Flavor

Cocoa powder is essentially the true essence of the cocoa bean without being diluted by sugars or additional fat. deZaan offers a full range of cocoa powders including high fat and low fat, natural and dutched. The suggested flavor pairings for each cocoa powder provide further inspiration to push the boundaries of your creations. The light and fruity citrus notes of True Gold pair beautifully with rhubarb, pistachio, kumquat, and Szechuan pepper, while the chocolate and caramel notes of Crimson Red complement oolong tea, Banyuls vinegar, macadamia, and white miso.

4 Fat Content

The cocoa bean contains approximately 50% dry matter and 50% cocoa butter. Cocoa powder is the ground-up cocoa nibs with much of the cocoa butter (fat) extracted. How much cocoa butter remains will impact the color and flavor of the cocoa powder and how you use it. Cocoa powder is generally either low fat (10-12% fat) or high fat (20-24% fat). Higher-fat cocoa powders will provide a richer mouthfeel and long-lasting flavor, whereas lower-fat powders can provide an intensity of flavor and work well in applications such as meringue, soufflés, and fatless sponge cakes, as well as in ice creams and frozen desserts.



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IN THE DIRECT
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Cocoa with a conscience.

By buying a pack of deZaan cocoa powder you're helping to achieve the goals of our Cocoa Compass sustainability strategy. The Cocoa Compass is committed to eradicating child labor, providing access to education, helping farmers earn a living income, protecting forests, and reducing our environmental footprint. Learn more about our Cocoa Compass Sustainability Strategy at deZaan.com.

114
CLASSROOMS
BUILT OR
REHABILITATED*



4
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18,368
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OF A BOILER FUELED BY WASTE COCOA SHELLS*

*Olam Cocoa Compass 2019/2020

Explore
the range and
be inspired.



TRUE GOLD

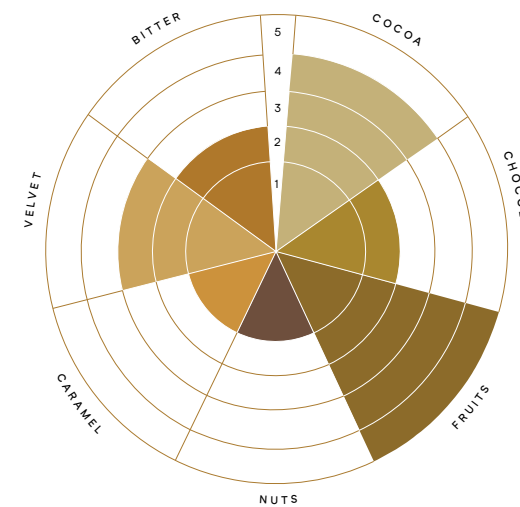
With notes of cocoa, flowers and citrus, this light and fruity, high fat, natural cocoa powder creates a balanced chocolate flavor. It is best used in cookies, desserts, sauces, confectionery, cakes, and breads.

COCOA - FLORAL - FRUITS - CITRUS		
NATURAL	FAT: 20-22%	PH LEVEL: 5.2-6.0

APPLICATIONS



DISCOVER THE FLAVORS



APPEARANCE



EXTRINSIC
The color of dry cocoa particles, including fat. i.e. the 'dry' color of the cocoa ingredient.



INTRINSIC
The color of the cocoa particles in a solution. i.e. the 'wet' color of cocoa in application.

TRUE GOLD PAIRINGS AND COMPLEMENTARY FLAVOR IDEAS

APPLICATIONS & INSPIRATIONS	SURPRISING FLAVORS	BEVERAGES	NUTS & SEEDS	VEGETABLES	FRUIT	HERBS & SPICES
Cheesecake	Date	Rooibos tea	Pine nuts	Chicory	Kumquat	Mint
Brownie	Sumac	White tea	Pistachios	Seaweed	Cranberry	Galangal
Ganache	Smoked sea salt	Calvados	Chia seed	Rhubarb	Coconut	Coriander seeds
Macaron	Lemon curd	Grappa	Almonds	Curly kale	Apricot	Caraway
Cheesecake	Oyster Leaf	Limoncello	Pecans		Lime	Ginger
Chocolate truffles		Manzanilla sherry	Quinoa		Grapefruit	Tarragon
Sorbet		Chinese green tea	Hazelnuts		Raspberry	Star anise
Ice cream					Tamarind	Thyme
						Vanilla



TRUE DARK

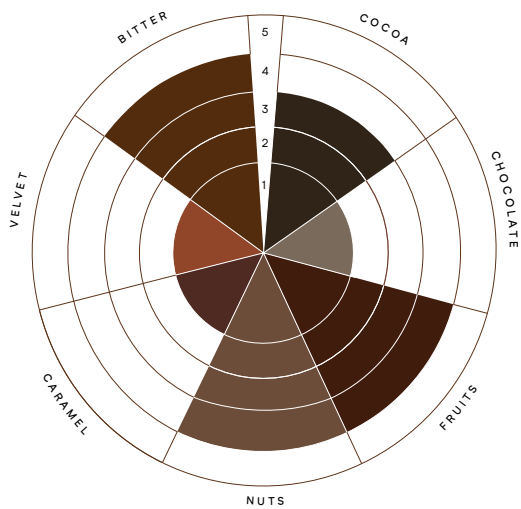
This rich and powerful cocoa powder is a rare combination of dark color in a natural cocoa powder. With notes of nuts and fruits, this intense cocoa powder is perfect in cookies, cakes and breads, confectionery, and ice cream.

NUTS - FRUITS - CITRUS - BITTER		
NATURAL	FAT: 10-12%	PH LEVEL: 5.2-6.0

APPLICATIONS



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TRUE DARK PAIRINGS AND COMPLEMENTARY FLAVOR IDEAS

APPLICATIONS & INSPIRATIONS	SURPRISING FLAVORS	BEVERAGES	NUTS & SEEDS	VEGETABLES	FRUIT	HERBS & SPICES
Brioche Brownie Ganache Pancakes Cheesecake Sorbet ice cream Indonesian layercake	Oyster Leaf Himalaya salt Dried porcini mushroom Candied orange Cantuccini	Vintage port Rooibos tea Darjeeling tea Drambuie Tokaji Pu-erh tea	Cashews Sunflower seeds Peanuts Pecans Pine nuts Amaranth Chia seeds	Jerusalem Artichoke Avocado Sweet potato Fennel	Orange Persimmon Lime Pineapple Blueberry Passion Fruit Pomegranate	Mint Cardamom Fennel seeds Cinnamon Nutmeg Elderflower Lemongrass Basil Lemon balm



TERRA ROSSA

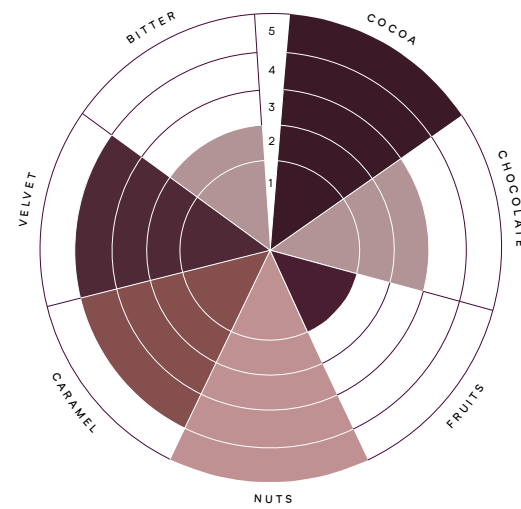
With notes of chocolate, nuts, caramel and cream, this smooth, high fat, dutched (alkalised) cocoa powder creates velvety textured cocoa classics. It is best used in cookies, cakes and breads, ice creams, confectionery, desserts, and drinks.

COCOA - NUTS - CARAMEL - CREAMY		
DUTCHED	FAT: 22-24%	PH: LEVEL 7.2-7.6

APPLICATIONS



DISCOVER THE FLAVORS



APPEARANCE

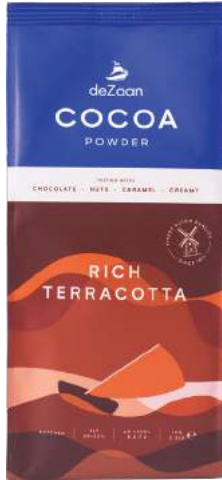


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TERRA ROSSA PAIRINGS AND COMPLEMENTARY FLAVOR IDEAS

APPLICATIONS & INSPIRATIONS	SURPRISING FLAVORS	BEVERAGES	NUTS & SEEDS	VEGETABLES	FRUIT	HERBS & SPICES
Pancake Epsuma Sponge cake Chocolate truffles Brioche Macaron Chocolate milk	Pecans Yuzu Salted Caramel Sherry vinegar Shiitake Verjus Licorice flowers Crispy bacon	Marsala Amaretto Sake Grappa Herbal tea Whiskey Abricot brandy	Sunflower seeds Cashews Amaranth Hemp seed Pecans Sesame seeds Hazelnuts Oats	Carrot Rhubarb Beets Chicory	Banana Pear Raspberry Date Cherry Mango Coconut Mandarin	Vanilla Hyssop Basil Lemon verbena Cinnamon Clove Cinnamon Star anise Cardamon



RICH TERRACOTTA

A dark and rich, high fat, dutched (alkalized) cocoa powder for intense chocolate treats. With notes of chocolate, nuts, caramel and cream, this cocoa powder is ideal for cookies, cakes and breads, ice creams, desserts, confectionery, and drinks.

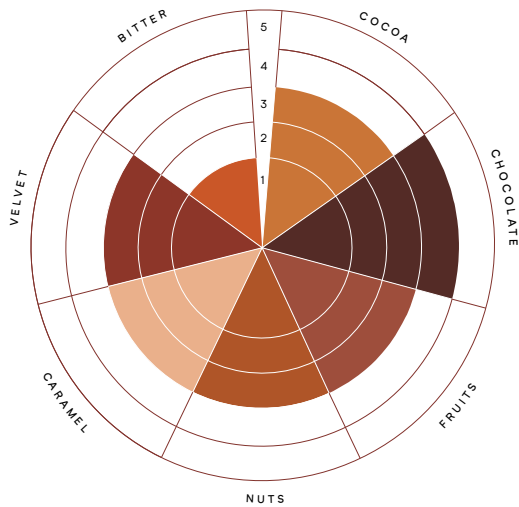
CHOCOLATE - NUTS - CARAMEL - CREAMY		
DUTCHED	FAT: 20-22%	PH LEVEL: 6.8-7.2

APPLICATIONS



DISCOVER THE FLAVORS

APPEARANCE



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RICH TERRACOTTA PAIRINGS AND COMPLEMENTARY FLAVOR IDEAS

APPLICATIONS & INSPIRATIONS	SURPRISING FLAVORS	BEVERAGES	NUTS & SEEDS	VEGETABLES	FRUIT	HERBS & SPICES
Bavarois Sabayon Ice cream Chocolate mousse Epsuma Milkshake Chocolate soufflé	Membrillo Pekmez Smoked sea salt Pickled lemon Elderflower syrup	Dry sherry Jasmine tea Pernod Darjeeling tea Sake Grand Marnier	Pine nuts Hazelnuts Almonds Pistachios Linseed	Carrot Sweet potato Avocado Pumpkin	Cranberry Passion fruit Blueberry Cherry Tamarind Grapefruit Strawberry	Vanilla Thyme Mint Fennel seeds Lemongrass Cumin Cinnamon Tarragon Basil



CRIMSON RED

A vibrant and versatile, high fat, dutched (alkalized) cocoa powder for distinctively colorful creations. This cocoa powder boasts a chocolate and caramel flavor, and a creamy and buttery texture, making it ideal for cakes and breads, sauces, ice cream, desserts, confectionery, and drinks.

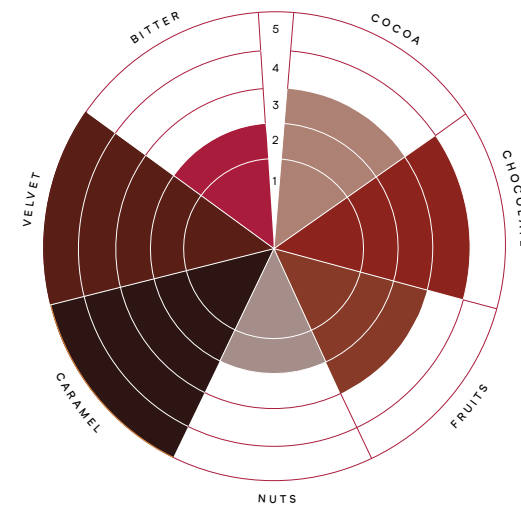
CHOCOLATE - CARAMEL - CREAMY - BUTTER		
DUTCHED	FAT: 22-24%	PH: LEVEL 7.6-8

APPLICATIONS



DISCOVER THE FLAVORS

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EXTRINSIC
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CRIMSON RED PAIRINGS AND COMPLEMENTARY FLAVOR IDEAS

APPLICATIONS & INSPIRATIONS	SURPRISING FLAVORS	BEVERAGES	NUTS & SEEDS	VEGETABLES	FRUIT	HERBS & SPICES
Cookies Brownie Chocolate mousse Ice cream Tiramisu Panna cotta Crèmeux	Lemon curd Peanut butter Maple syrup Banyulus vinegar White miso Pekmez	Marsala Grand Marnier Lapsang Suchon tea Dark beer Earl grey Pedro Ximénez Oolong tea	Almonds Linseed Chestnuts (candied) Cashews Walnuts Pumpkin seeds Chestnuts (candied)	Seaweed Chicory Curly Kale Butternut squash	Ginger Coconut Blood orange Gogi Berry Raspberry Blueberry Date Pomegranate	Fenugreek Thyme Piment Bay leaf Purple basil Japanese seven spice powder Kaffir lime leaf



CARBON BLACK

With a nutty flavor and salty notes, this bitter, intense, dutched (alkalized) cocoa powder is for lovers of dark chocolate. It is best used in cookies, snacks, and sauces.

COCOA - NUTS - BITTER - SALT

DUTCHED

FAT: 10-12%

PH: LEVEL 7.8-8.4

APPLICATIONS

COOKIES



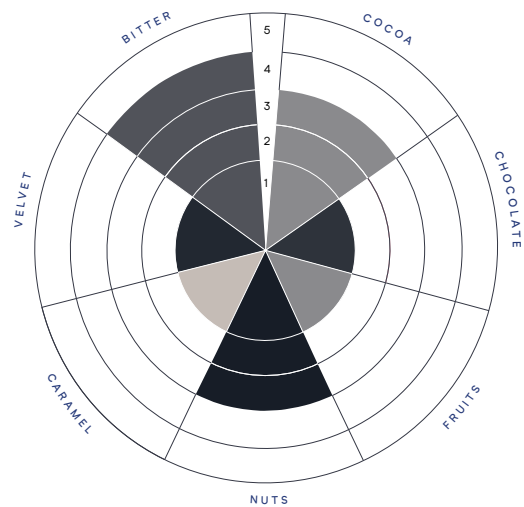
SNACKS



SAUCES



DISCOVER THE FLAVORS



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CARBON BLACK PAIRINGS AND COMPLEMENTARY FLAVOR IDEAS

APPLICATIONS & INSPIRATIONS	SURPRISING FLAVORS	BEVERAGES	NUTS & SEEDS	VEGETABLES	FRUIT	HERBS & SPICES
Layered cake Brownie Sponge cake Macaron Ganache Chocolate truffles Chocolate cookies	Mint salt Ginger Taggiasca olives Dried porcini mushroom Aged balsamic vinegar	Calvados Cognac Darjeeling tea Chai tea Dark beer Madeira Rum	Walnuts Black sesame seeds Macadamia nuts Pistachios Poppy seeds	Seaweed Red cabbage Beet	Pear Raisins Plum Fig Banana	Clove Bay leaf Star anise Cinnamon Rosemary Chili flakes Cumin Licorice Nutmeg





For recipe ideas and more information:



Share your deZaan creations using #deZaanCocoa






Notes

For more recipes and purchasing, visit us at: dezaan.com

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