

Belcolade positively disrupts the chocolate market yet again with the launch of plant-based white couverture



White chocolate lovers are celebrating today as specialists at Belcolade reveal the launch of a first-of-its-kind Plant-Based White Couverture. Belcolade's

Selection W. Plant-Based Cacao-Trace offers chocolatiers, pâtissiers and other professional chocolate users more choice than ever before as it further expands the company's plant-based portfolio, following the recent launch of its widely-acclaimed milk-alike counterpart. As a result, Belcolade now offers its customers a comprehensive plant-based chocolate portfolio – dark, milk-alike and white – all of which carry the reassurance of Cacao-Trace certification.

The Plant-Based White Couverture is a first of its kind for the global professional chocolate industry as it boasts an outstanding taste profile and rich, creamy texture. It also has the perfect "snap" that consumers love, along with a clean, white chocolate color. Differentiating itself even further, it is free of coconut, as well as nuts, soy and gluten – allergens typically found in other plant-based white options.

Growing through purpose-led collaboration

The plant-based market is more inclusive than ever with vegan, vegetarian and now flexitarian consumers influencing demand. The number of consumers purchasing plant-based products has grown to 60% from only 36% in 2018, Taste Tomorrow¹ research shows. However, the study also revealed that, while many people embrace the concept of reducing their intake of animal-derived foods, one third of consumers globally would not consider buying plant-based options because of poor taste and texture. After identifying the



customer challenge and consumer demand, Belcolade set out to create a solution that satisfies both parties simultaneously and contributes to the growth of the plant-based chocolate market.

"Our latest innovation is the result of a close

customers more choice than ever, it is suitable for pralines, hollow figures, tablets, coatings, mousses, ganaches, dipping and flavouring."

Positively disrupting the market

According to Puratos's Taste Tomorrow research, much of the plant-based market's growth can be attributed to perceptions of health and well-being, sustainability, and ethical concerns. The latest data found that 60% of consumers believe plant-based food has a positive impact on the environment, while 56% perceive it to be healthier than animal-based food. Regardless of motivation, the appetite for these products is growing.

Belcolade's Plant-Based White Couverture is proudly Cacao-Trace certified. Cacao-Trace is the only sustainable cocoa sourcing program that focuses on premium taste while creating value for all, from cocoa farmers to consumers. It empowers farmers to obtain the highest possible income and to manage their plantations with great autonomy. By purchasing Cacao-Trace-certified ingredients like Plant-Based White Couverture, chocolatiers and pâtissiers are enabling bonuses often equivalent to two to five months' salary for farmers.



collaboration between industry professionals and Belcolade chocolate experts," states Youri Dumont, SBU chocolate director at Puratos. "Creating this unique innovation consisted of trials of more than 50 ingredients in various combinations. Belcolade's Plant-Based White Couverture boasts distinctively versatile properties and so can be formed into truly delicious, creative products without compromising on texture, appearance, or quality. Offering

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