

**WE STRIVE TO
ENABLE CHOCOLATIERS,
PASTRY CHEFS &
BAKERS TO CREATE
PURE SWISS CHOCOLATE
DELIGHTS.**



Carma[®]

SWISS GOODNESS. SINCE 1931. 

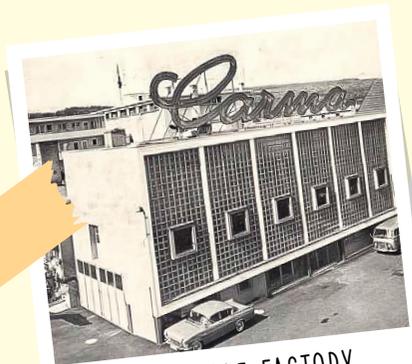
Swiss by Tradition. The CARMA® way.

We Swiss didn't just invent milk chocolate ... we invented extraordinary milk chocolate! That unique creaminess and smoothness is partly thanks to our glorious Swiss cows. But it's also down to the Swiss craftsmanship and passion for chocolate-making that is kept alive in every stage of the CARMA® process. Which is probably why our MILK Claire 33% was crowned the 'World's Best Milk Couverture'.

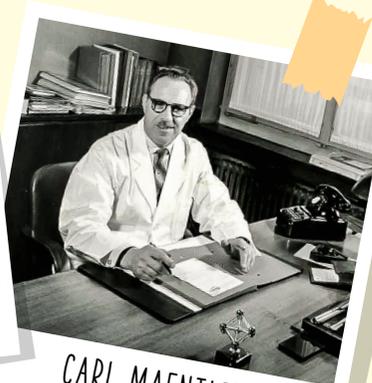


Masters of Swiss Edel Couvertures.™

In our Dübendorf factory, close to the vibrant city of Zürich, we have one-hundred of the most skilled and knowledgeable chocolate makers. Our close-knit CARMA® family has more than **80 years of experience** to draw from.

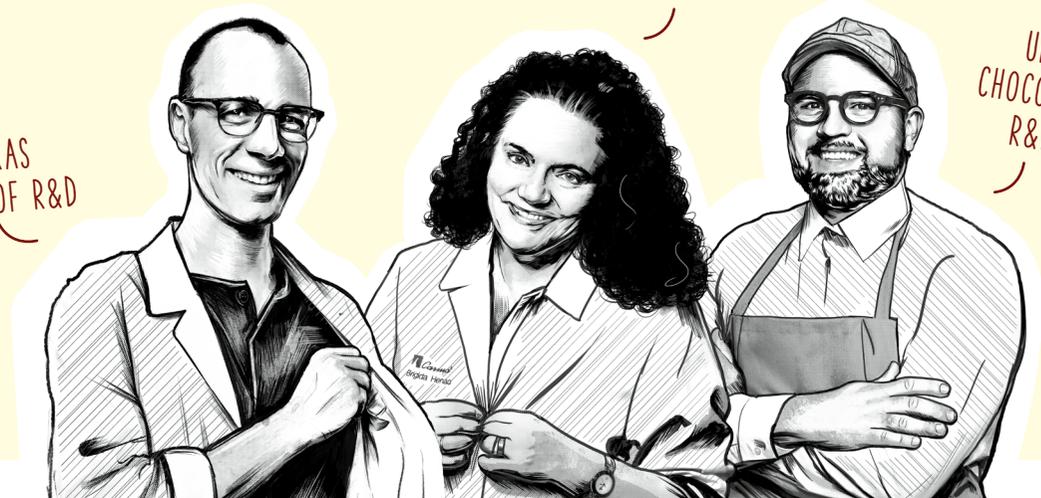


DÜBENDORF FACTORY



CARL MAENTLER

LUKAS
HEAD OF R&D



BRIGIDA
HEAD OF
MICROBIOLOGY

UDO
CHOCOLATE
R&D

Ingredients from the finest sources. No compromises.



Cocoa



Creating pure chocolate delights is impossible with anything other than the finest ingredients. That's why we never stop thinking about, or searching for, the perfect cocoa. In fact, pretty much all our couvertures are blended Swiss Edel Couvertures, with carefully selected **UTZ-certified** fine flavour cocoa beans. This means that from **bean to bar**, we select, blend and balance the very best cocoa to unlock its deepest flavours and create unique taste and consistent profiles.

DID YOU KNOW?



Fine flavour cocoa beans originate from a few selected countries in the world, which are defined by the International Cocoa Organization. The use of these high quality and rare beans, with refined and delicate aroma notes, are key to the intense and complex flavour profile of our **CARMA®** Swiss Edel Couvertures.

White Gold – Pure Swiss Milk

So, having spent so much time and effort locating the perfect cocoa, we're naturally going to make sure every other ingredient is the best it can be too. Our very own white gold, or creamy milk, mainly **comes from Swiss cows** that graze happily every day on lush alpine pastures. Take a bite of **CARMA®** chocolate, close your eyes and escape to the Swiss Alps.

And, just as we can do remarkably different things with our cocoa beans, our many years of experience with Swiss milk have made us a leader in producing smooth-melting milk couvertures. We use different types of milk to give each of our **CARMA®** couvertures an unmistakably individual and rich taste. **That's why, at CARMA®, milk is not just milk!**

Swiss Sweetness

Sugar is often an underestimated ingredient in the taste of chocolate. Swiss caster sugar is produced from sugar beets **grown and sourced locally in Switzerland**, contributing to the signature taste profiles of our Swiss Edel Couvertures.

SUSTAINABILITY

At **CARMA®** it is important to us to be socially responsible in all that we do. Our Swiss Edel Couvertures are **UTZ-certified** and all our ingredients are sourced locally whenever possible.

The Swiss way – mastered to perfection.

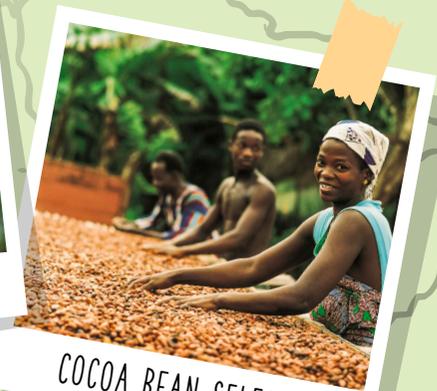
Roasting and conching are key steps in the production process for creating pure chocolate delights. What they both have in common is that they must happen very slowly and gently.

It's only by identifying the precise **roasting** degree for each type of cocoa bean, that we allow the unique character and base aromas of each bean to unfold. Then, after the cocoa is finely ground into a liquor, we mix in the cocoa butter with our high quality and locally sourced creamy Swiss milk and Swiss sugar.

Conching is a traditional and incredibly delicate process that is at the heart of Swiss chocolate-making tradition. Our Masters of Swiss Edel Couvertures™ work out the exact conching time for each couverture, gently moving and aerating the mixture over many hours to evaporate the bitter compounds within the cocoa and reveal its hidden aromas. In the end, you will be left with the smoothest chocolate you can imagine, dissolving on the tongue at 37 °C.



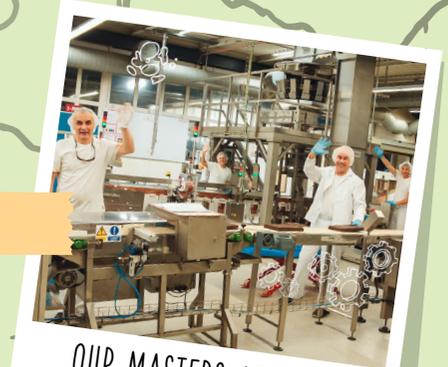
COCOA POD



COCOA BEAN SELECTION



FINE FLAVOUR COCOA

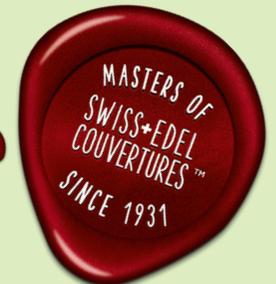


OUR MASTERS AT WORK

THIS IS WHERE THE
MAGIC HAPPENS



Our seal of approval guarantees that our Swiss Edel Couvertures are always consistent in **taste, colour and workability**. At Carma® we keep it simple and always say how it is!



Try more, learn more, share more – be inspired!

At CARMA®, we aspire to be innovative. That's why, in Zürich, you'll find our very own **CARMA® Chocolate Academy™ Center** where our master chefs and R&D technicians spend each day creating inspiring new recipes and passionately seeking ground-breaking new products.

Do you have a question, a technical problem or simply want to say hi? Just call or write to us and we'll do our very best to support you.

We also invite chocolatiers, pastry chefs and bakers to visit us at any of our **20 Chocolate Academies** across the world, helping them develop new ideas and master new techniques.

edelcouvertures.com

#CARMASWISSPEAKS
@CARMACHOCOLATE 




CHOCOLATE
ACADEMY



FIND MORE
RECIPES ONLINE



Swiss Edel Couvertures since 1931. Our promise.



Chocolate

- **«MADE WITH FINE COCOA*»** applies to over 25 of our Swiss Edel Couvertures
- All our couvertures are from **«SELECTED COCOA BEANS»**
- All our products are 100% **«SWISS-MADE»**
- All our couvertures are **«UTZ CERTIFIED»** (except our Origin Rare range)
- All our products are **«HALAL CERTIFIED»** and **«KOSHER DAIRY CERTIFIED»**
- All our couvertures are made **«WITHOUT VEGETABLE OILS»**
- We have an **«ORIGIN RARE»** range of couvertures, which are **«MADE ONLY FROM FINE COCOA BEANS*»**
- All our couvertures can be claimed as **«PRODUCED BY TRADITIONAL CONCHING METHOD»**

Milk

- All our milk couvertures can be claimed as **«SWISS ALPINE MILK CHOCOLATE»**
- Our MILK Claire 33% is the **«WORLD'S BEST MILK COUVERTURE**»**
- We only use milk from cows fed with **«GMO-FREE FEED»** that are allowed to graze on green pastures and are treated well.
- Our customers can claim **«MADE WITH SWISS MILK AND SWISS SUGAR»** and **«MADE WITH SWISS CHOCOLATE»**
- Our MILK Ecuador 42% is **«MADE WITH ONLY 3 INGREDIENTS»**:
Fine flavour cocoa, Swiss milk, Swiss sugar

Allergens

- All our products are **«FREE FROM PEANUT ALLERGENS»**
- When using our couvertures, there is no need to declare any nut allergens: **«SEGREGATED NUT PRODUCTION LINES»**
- We only use **«NON-GMO SOY LECITHIN»**
- We have a wide range of couvertures **«SUITABLE FOR VEGANS AND VEGETARIANS»**



Carmma[®]

SWISS GOODNESS. SINCE 1931. 

* defined by the International Cocoa Organisation

** by Accademia Maestri Pasticceri Italiani