

*Cacao Sélection Felchlin*



# *Cacao Sélection Felchlin*

## Cacao and sustainability

Felchlin Switzerland set itself guidelines to guarantee the sustainability of its cacao beans. These guidelines include the complete traceability of the cacao beans to their origin.

### **Felchlin Switzerland cacao charter**

- We know the farmers who cultivate the cacao beans we buy.
- We remain in close contact with both the cacao farmers and our local partners, including visiting them regularly.
- This contact and the regular visits allow us to be familiar with their work and production conditions.
- To ensure the high quality of our cacao beans, we always pay prices above those recommended by Fairtrade.



- We place a strong emphasis on the fact that cacao cultivation should be produced in harmony with nature as well as being financially beneficial for the farmers and their families.
- Our long-term commitment should ensure the livelihood of future generations of cacao farmers.
- We respect environmentally sensitive issues such as the optimal use of natural resources (air, water, energy etc.) during our transportation and manufacturing processes and constantly strive for improvement in this area.



# *The cacao tree*

## Worldwide cacao cultivation

Cacao trees grow best within the tropical belt between 15 degrees north and 15 degrees south of the equator.

The trees require optimal vegetative conditions, including rich soil, in order to grow. A consistent climate with temperatures averaging 25°C and high rainfall areas with high humidity are also necessary. Ideal regions for the cultivation of cacao trees can be found near mountains, coasts and on islands.

Despite their preference for warmth, cacao trees shun direct sunlight and have evolved to be an understory rainforest tree requiring

a canopy. They are often cultivated under such trees as the plantain, banana, rubber and mango.





# *Noble, fine flavour cacao*

## **Cacao varieties**

A distinction is made between noble, fine flavour cacao and commodity cacao.

### **Fine flavour cacao (Criollo and Trinitario)**

The exclusive, aromatic Criollo and Trinitario cacao beans represent less than 10% of all cacao beans grown. It is almost impossible to find pure Criollo, as this sort has been crossed with the resistant Forastero to aid in the battle against disease. As a result, a hybrid of Criollo and Forastero, called Trinitario, has been cultivated on the island of Trinidad during the 18th century. Trinitario contributed greatly to the restocking of cacao trees on Trinidad after the industry was largely incapacitated through a number of epidemics that swept through the cacao trees.

### **Commodity cacao (Forastero)**

The most common and wide spread cacao type, Forastero, is known as a commodity cacao. This hardy, high yield cacao is mostly grown in Africa and is used for the mass production of industrial chocolate. This typical, bland tasting cacao can sometimes surprisingly reveal strong, aromatic flavours.

# *Sélection of the cacao beans*

## Purchasing philosophy

### **Direct purchasing**

Cacao Sélection Felchlin is a quality distinction for couverture, on which Felchlin Switzerland bases its cacao charter and guarantees its content. Representatives of Felchlin Switzerland personally and regularly visit the farmers, cooperatives and partners. Felchlin Switzerland offers cacao producers interesting long-term contracts and agreements taking into consideration ecological and economical aspects.

### **Fair price**

The company strategy is to secure high quality and intensely flavoured cacao beans directly from the origin. As a result, cacao farmers are rewarded for their improved performance and better know-how through higher prices.

### **Defined origin**

Felchlin Switzerland only imports cacao beans with a clear designation of origin. This requirement forms the basis for the production in Schwyz, Switzerland: the manufacturing of couvertures with the designation of origin. In this way, it is possible to guarantee the traceability of the cacao beans to their origin.

### **Quality**

The selection of cacao beans is of major importance. A sample is sent by courier to Schwyz before each delivery is dispatched. The sample undergoes an analysis and sensory evaluation. Only when the high standards and requirements are met, does the purchasing manager, Felix Inderbitzin, place the order.



# Harvest

## Harvest and post-harvest handling

### Harvest

In most countries, the cacao fruit, known as a “pod”, is ripe at the end of the wet season and is ready to be harvested. The farmer uses a sharp knife to carefully cut the ripe fruit from the tree. He pays particular attention not to damage the trunk, flowers or any unripe fruit. The pod is then opened using a machete. In African countries a wooden stick may also be used.



### Fermentation

The pulp and the seeds are then removed, placed in large wooden boxes and covered with large leaves, such as banana leaves. Due to the high sugar content of the pulp, a fermentation process begins, resulting in a rise in temperature. Acetic acid is produced, which evaporates with time. During the fermentation process, the cacao beans must be regularly mixed to ensure a constant fermentation and sufficient aeration. This can take up to five days.



## Sun-drying

Once the fermentation process is complete, the farmer lays the cacao beans under the tropical sun to dry. A wooden rake is used to regularly mix the beans. The flavour of the beans is further developed during the drying process, which can take between five and six days. The moisture content of the cacao bean must be less than 6.5% to prevent mould growth. This is controlled by cutting a sample of 100 random beans horizontally.



## Calibration

The cacao beans are then sorted into size and quality. This is accomplished by hand or by using simple selecting appliances that filter out the large and small cacao beans. It is important during the roasting process to have similar sized beans to ensure a uniform roasting. The sorted cacao beans are filled into jute bags or special plasticised, air-permeable fabric bags, weighed and then sewn shut. The cacao beans are now ready to be transported in containers on ships to Europe.



## Transportation

Transportation of the cacao beans presents its own challenges. It is important that no insects infest the cacao beans. The containers need to be sufficiently ventilated to prohibit the formation of mould due to the large temperature variability encountered during such long sea journeys. These measures, which directly affect the quality of the cacao beans and later the quality of the chocolate, require additional investments to ensure a premium product.

Usually, the cacao beans purchased by Felchlin Switzerland arrive in Basel per boat via Rotterdam. The cacao beans are then stored under ideal conditions in rented storage rooms in Basel until needed.



# *Processing* From the cacao bean to chocolate

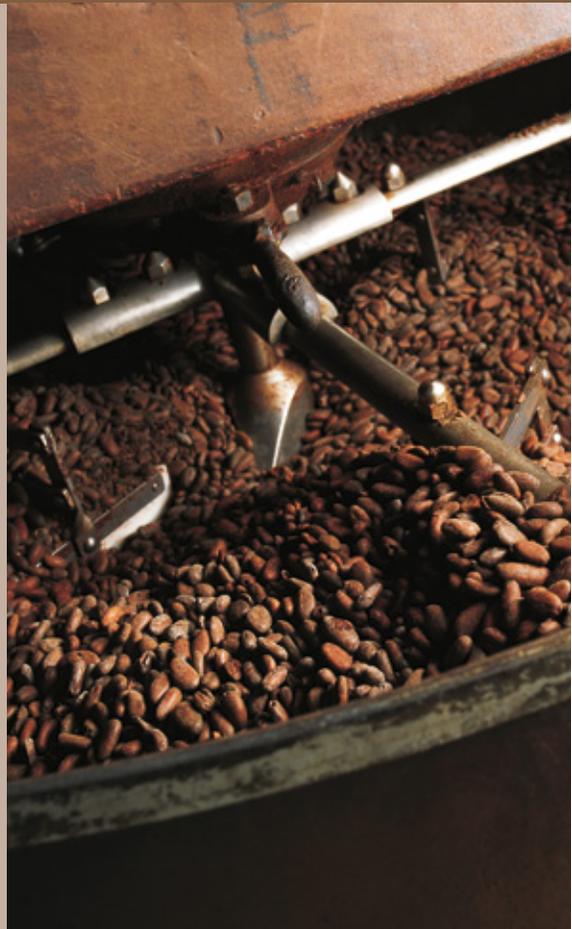
## **Cleaning**

Upon arrival in Schwyz, the delivered cacao bags are cut open and the quality of the cacao beans is assessed. The cacao beans then undergo a cleaning process, removing foreign objects such as stones, pieces of wood and metal. Bacteria and germs are killed when the cacao beans are sterilized using heated steam. This process does not influence the flavour of the chocolate.



## Roasting

Traditional roasting of the cacao beans is carried out slowly and gently in small batches. The roasting temperature and roasting time depends on the characteristics of the cacao beans and the desired roast flavour of the chocolate. The process occurs without time restrictions, allowing the uniqueness of each cacao bean to unfold.



## **Cracking and grinding**

The cooled cacao beans proceed to the winnower, where they are broken into pieces and the shells are removed through suction. These pieces, called nibs, are then ground in the triple mill to a fineness of between  $25\mu$  and  $30\mu$ . 150kg of small ceramic balls in the ball mill further reduce the texture of the cacao mass to a fineness of between  $15\mu$  and  $20\mu$ .

## **Mixing**

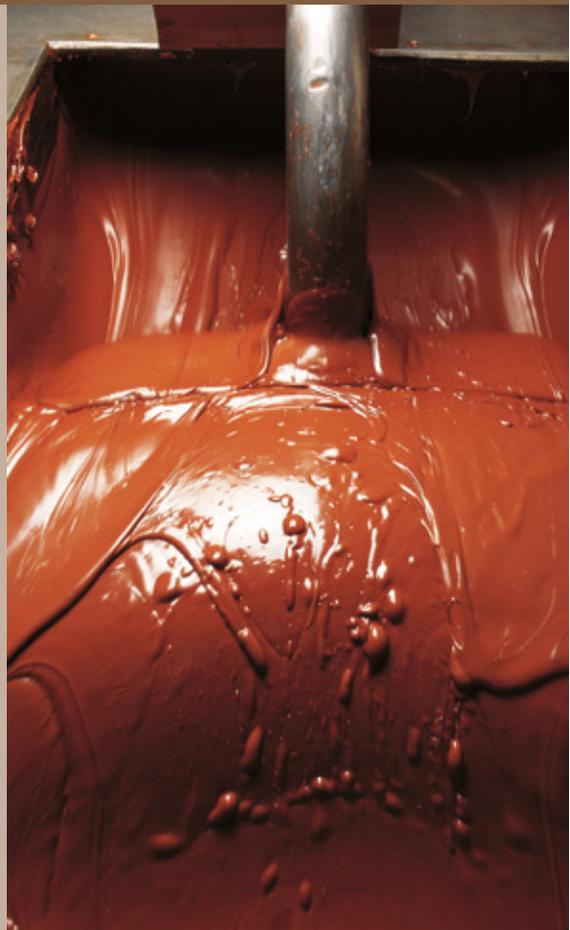
The recipe for chocolate is mixed in the kneading machine for a short period of time. Liquid cacao mass, liquid cacao butter, granulated sugar and, when the recipe specifies, a touch of vanilla from Madagascar, are mixed and kneaded for dark chocolate. The same process and recipe, with the addition of milk powder and/or powdered cream, is used for milk chocolate.

## **Rolling**

The kneaded mass passes through the pre-refiner to the 5-roll refiner. In the 5-roll refiner, five counter rotating rolls grind the mass to a fineness of  $16\mu$ . The result is a powdery cacao mass that feels smooth on the tongue, without any grittiness.

## Conching

Felchlin Switzerland uses varying conching technology to add the final touch to its noble chocolate. The original and traditional method in the longitudinal conche allows, through hours of movement and aeration, the best possible unfolding of the delicate aromas in the chocolate. Conching can take up to 72 hours, depending on the recipe and the characteristics of the cacao beans. As a result of the slow and gentle processing of the chocolate, the undesirable flavours evaporate and the desirable aromas such as floral, fruit, spice, cacao, coffee, etc. can fully develop. This last process also determines the homogeneity and distinct melting characteristics of the chocolate.



# Degustation (Tasting)

## Aroma Wheel



# *Aroma / Fragrance*

## Aroma Wheel Guide

### **Degustation (Tasting)**

To be able to degustate premium quality chocolate, you need to have reached an inner peacefulness that allows you to willingly take the necessary time required to fully appreciate the experience. Degustation appeals firstly to the sense of sight, then the senses of touching, hearing, smelling and finally the sense of taste.

### **Procedure**

Break off a small piece of chocolate. In doing so, you hear a “snap”, a breaking, of the chocolate, which becomes more distinctive corresponding to the increase in the cacao content of the chocolate. The sound also reveals the fineness and structure of the chocolate. By rubbing a piece of chocolate between the thumb and index finger, the chocolate melts and

releases aromas that can be identified using the Felchlin Switzerland fragrance and aroma wheel as a guide. When the chocolate is bitten, the snap reveals the softness and texture of the chocolate. Milk chocolate is smoother and has a softer snap due to the milk fat content. As the chocolate slowly melts in your mouth, a myriad of aromas are released. The Felchlin Switzerland fragrance and aroma wheel can help you identify a few of the over 600 different aromas present.

### **Tip**

Degustation of chocolate should ideally take place in the morning. You should not smoke, drink coffee or eat spicy food before degustation. The chocolate should have a temperature of 20°C.



*Grand Cru*  
Cacao Maracaibo



# Grand Cru Cacao Maracaibo

The cacao region “Sur del Lago” is found in Venezuela, near lake Maracaibo. In the hills at the base of the Andes lies an area of approximately 5'000 ha, which is used to cultivate cacao trees. There are no cooperatives in Venezuela. This is the reason why Felchlin Switzerland works together with three partners in the region. The first partner is the family Franceschi. They have been active cacao farmers for generations and possess their own cultures. In addition, they handle in premium quality cacao, including controlling the quality and the drying process before shipping the cacao beans to Europe. Our second and third partners are Gustavo Bernal and Alejandro Proserpi. Both have a large network of contacts and close relationships with the local cacao farmers.

## **Main harvest**

December – March



# Grand Cru

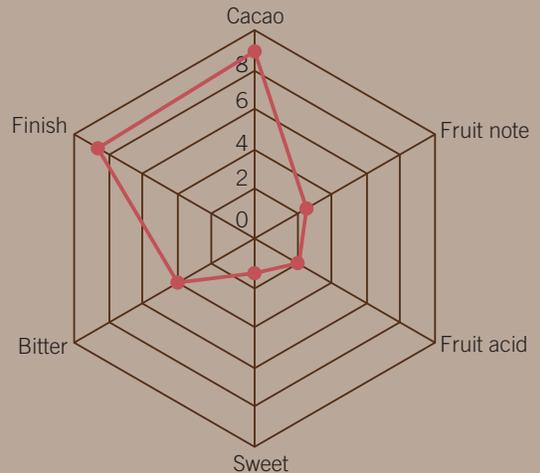
## Maracaibo 88%

### Grand Cru Maracaibo 88%

Grand Cru couverture made of noble cacao from the region Sur del Lago, Maracaibo, Venezuela.

### Flavour profile

The high percentage of cacao provides Maracaibo 88% with an intensive flavour experience. The strong cacao taste is pleasantly supplemented through a licorice note which then transfers into a roasted coffee flavour rounded by a hint of prune. A black tea note accompanies the slow and intensive finish.



# Grand Cru

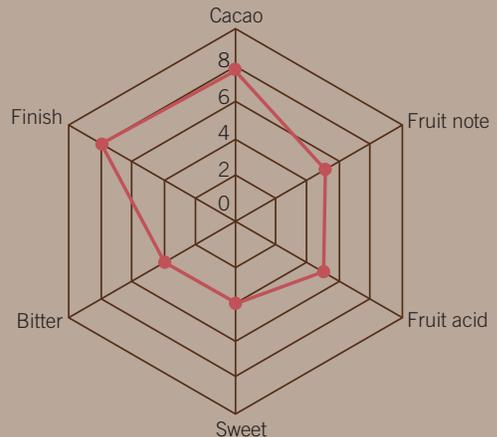
## Maracaibo Clasificado 65%

### Grand Cru Maracaibo Clasificado 65%

Grand Cru couverture made of noble cacao from the region Sur del Lago, Maracaibo, Venezuela.

### Flavour profile

The harmonious combination of coffee and plum aromas enhances the distinct cacao flavour. The traditional, gentle processing method unfolds the aromas of orange blossom and cinnamon. These lend a festive character to Maracaibo Clasificado 65%, which is further enhanced by the final sensation of a light, sweet raisin bouquet.



In a taste analysis, all of the world's top chocolates were sampled by the renowned and independent Italian Pastry Academy. Felchlin's Maracaibo Clasificado 65% was awarded the Certificate of Excellence for the finest chocolate in the world.



# Grand Cru

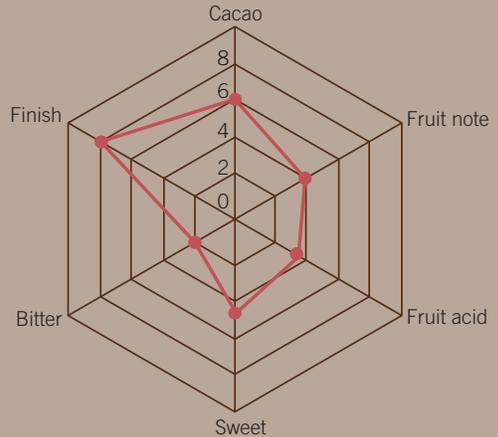
## Maracaibo Creole 49%

### Grand Cru Maracaibo Creole 49%

Grand Cru couverture made of noble cacao from the region Sur del Lago, Maracaibo, Venezuela.

### Flavour profile

Maracaibo Creole impresses through its creaminess, combined with a delicate cream-caramel note. The traditional, gentle processing method beautifully unfolds a light vanilla-bourbon aroma, with a hint of honey. The fresh, fruity, raspberry note transfers to a long, subtle, smooth melting finish.



# Grand Cru

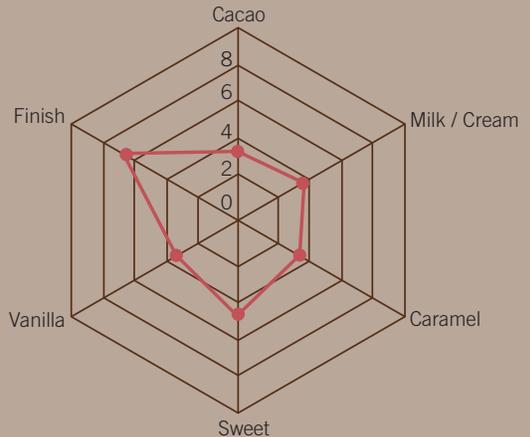
## Maracaibo Criolait 38%

### Grand Cru Maracaibo Criolait 38%

Grand Cru couverture made of noble cacao from the region Sur del Lago, Maracaibo, Venezuela.

### Flavour profile

The full-bodied milk-cream taste is complimented through the notes of honey and caramel. The traditional, gentle processing method enhances the noble cacao Criollo aroma, which then finishes with a discreet roast and vanilla note.



# Grand Cru

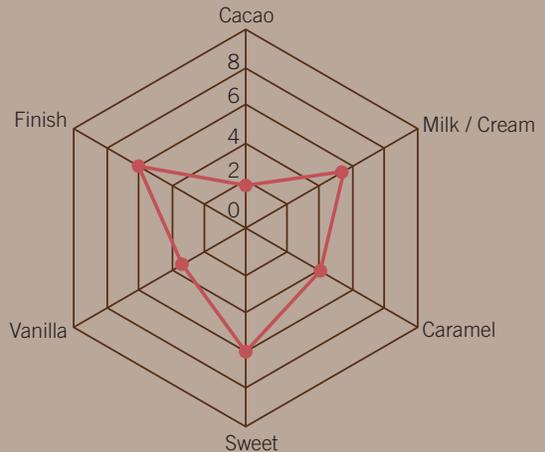
## Maracaibo Crème 33%

### Grand Cru Maracaibo Crème 33%

Grand Cru couverture made of noble cacao from the region Sur del Lago, Maracaibo, Venezuela.

### Flavour profile

Maracaibo presents itself as it is: a creamy milk chocolate. The distinctive full-bodied milk aroma is enwrapped in a harmonious vanilla and pleasant cream caramel flavour. The velvety finish is complimented by a discreet roasted almond note.



*Grand Cru*  
Cacao Arriba



# Grand Cru

## Cacao Arriba

The cooperative APROCANE has delivered high quality cacao beans to Schwyz for many years. APROCANE consists of over 600 cacao farmers and their families, spread over 22 municipalities. The majority of the farmers are descendents of runaway African slaves. The cacao originates from different cantons in the province of Esmeraldas. Esmeraldas is Ecuador's most northern province and borders on Colombia.

### **Main harvest**

December – March



# Grand Cru

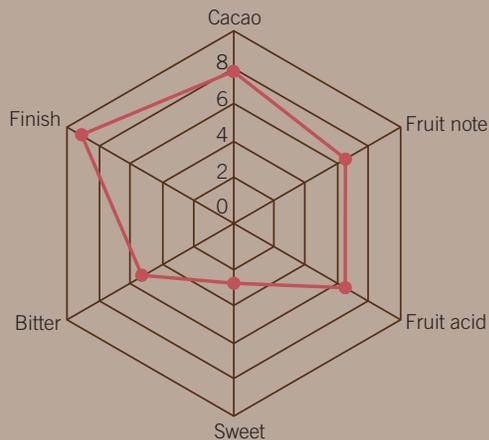
## Arriba 72% - 72h

### Grand Cru Arriba 72% - 72h

Grand Cru couverture made of “Nacional” noble cacao Arriba from the region Esmeraldas, Ecuador.

### Flavour profile

The cacao flavour is enhanced through the intensive coffee and liquorice notes, making Arriba an unforgettable experience for the senses. The traditional, gentle processing method (72 hours conching) develops a powerful prune bouquet, which finishes with a light, almost flowery black currant note.





*Grand Cru*  
Cacao Madagascar



# Grand Cru Cacao Madagascar

This fine flavoured cacao originates in the northwest of Madagascar. The exact source is the catchment area of the river Sambirano, which flows into the Mozambique Channel. Maryse Eliette is responsible for the majority of imported cacao by Felchlin Switzerland from this region. She is the supervisor of the organisation “Mevoza”, an alliance of approximately 50 small cacao farmers that also cultivate and sell vanilla in addition to cacao. When necessary, Maryse Eliette also buys quality cacao from other farmers in the region to supplement the harvest from “Mevoza”.

## **Main harvest**

November – December



# Grand Cru

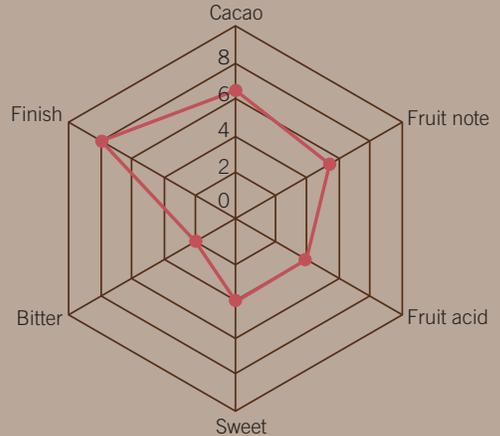
## Madagascar 64% - 72 h

### Grand Cru Madagascar 64% - 72 h

Grand Cru couverture made of noble cacao from Sambirano, Madagascar.

### Flavour profile

Well-balanced, fruity cacao flavour entwined with a touch of roasted hazelnut aroma and complimented by the fresh note of forest berries. The traditional, gentle processing method (72 hours conching) unfolds a subtle fruit acid note, enhanced through a hint of clove and cedar, leading to a long-lasting, harmonious finish.



*Grand Cru*  
Centenario



# Grand Cru Centenario

## Cacao origin

These Grand Cru couvertures are created by combining three of our most noble cacao sorts. The unique and rare wild cacao, Criollo Amazonico, which originates in the lowlands in Bolivia in the province of Beni. Noble cacao from the region Maracaibo, Venezuela and „Nacional“ noble cacao Arriba from the region Esmeraldas, Ecuador.

## Cacao mass

The cacao beans are roasted separately, according to their origin. The three individually produced cacao masses are then combined to form the basis for the two Centenario couvertures.



# Grand Cru

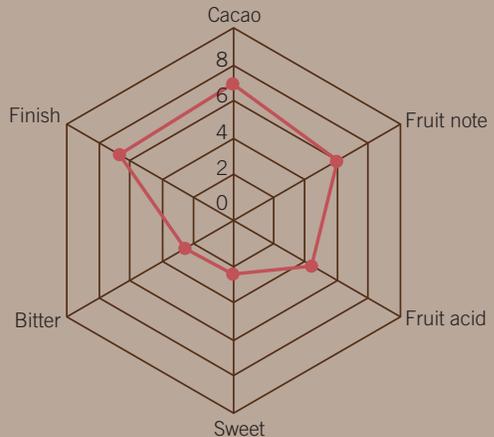
## Centenario Concha 70% - 48h

### Centenario Concha 70% - 48h

This couverture is rolled to a fine mass and then undergoes the traditional, gentle processing method in the longitudinal conche, where it is gently moved and aerated for 48 hours. The correct technique in using this conche requires a great deal of experience, knowledge and intuition.

### Flavour profile

Strong cacao, intensive black tea, dried plum and slightly sweet banana flavours combined with a refreshing orange taste which then proceeding to a long finish with a spicy vanilla note.



# Grand Cru

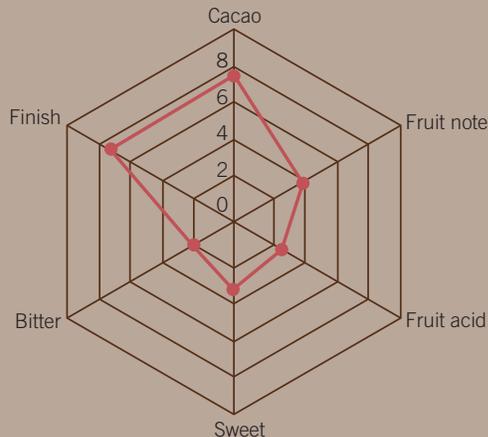
## Centenario Crudo 70%

### Centenario Crudo 70%

The cacao mass comes directly off the unique 3-Stone mill and then the raw sugar is added. This enables the couverture to maintain a unique crystal texture and structure, providing a powerful, intensive and untamed taste experience. Centenario Crudo 70% reawakens a secret that has been sleeping for hundreds of years.

### Flavour profile

Intensive bouquet of ristretto coffee and crystallized raw sugar entwined with blackberry and dark forest honey notes. The finish ends with the discreet notes of nutmeg and vanilla.



*Grand Cru*  
Cacao Costa Rica



# Grand Cru Cacao Costa Rica

Costa Rica is leading the way in the conservation of natural resources. It has a highly diverse and flourishing ecosystem which provides the perfect conditions for the development of sustainable cacao.

The cacao in Grand Cru Costa Rica originates from the Finca La Amistad in the north of the country and incorporates 95 hectares, 20% of which are original rain forest. The Swiss couple Ruth and Ernst Brugger own the farm. They have been engaged in the planting of sustainable and first class quality noble cacao for many years.

## **Main harvest**

December – February



# Grand Cru

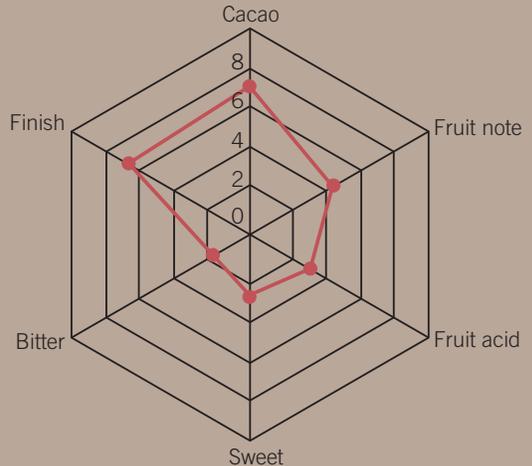
## Costa Rica 70% – 72h

### Costa Rica 70% – 72h

Grand Cru couverture made of noble cacao from the Finca La Amistad, Costa Rica.

### Flavour profile

The flavour of Costa Rica 70% couverture is gently developed in our traditional longitudinal conche for 72 hours. Its unique flavour profile begins with a well balanced, mild cacao taste complemented through a discreet fruit acid note which provides a pleasant resonance between naturally fruity blackberry and sweet yellow-green banana. The long lasting finish begins with a high-  
roast hazelnut taste which is rounded through an aromatic woody, raw coffee note.



# Grand Cru

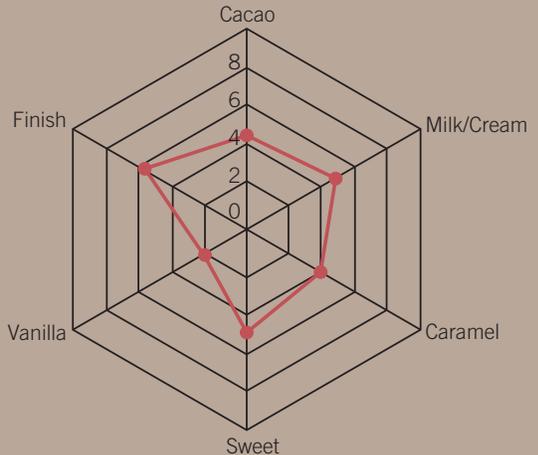
## Costa Rica 40% – 36 h

### Costa Rica 40% – 36 h

Grand Cru couverture made of noble cacao from the Finca La Amistad, Costa Rica.

### Flavour profile

This well balanced milk couverture is distinguished through a harmonious cacao complemented by a pleasant milk flavour. The traditional, gentle production process releases the delicate aromas. The flavour of caramelised almonds is rounded with mild honey. The sensory adventure of this milk chocolate finishes with the flavour of a sweet, ripe banana.



*Grand Cru*  
Cacao Grenada



# Grand Cru Cacao Grenada

Grenada is an island belonging to the Antilles approximately 200 km north east of Venezuela. The island wedged between the Caribbean and the Atlantic boasts a population of 100'000 and an area of 344 km<sup>2</sup>, 8,697 being cacao farmers cultivating 2,360 hectares of land. Grenada exports such products as nutmeg, cinnamon, cloves, ginger, bananas, sugar and cacao. Cacao is mainly cultivated, fermented and dried in the district of Saint Andrew in the north of the island. Felchlin Switzerland has established a close relationship with Andrew Hastick, agronomist and general manager of the Grenada Cocoa Association. Together with the farmer owned Grenada Cocoa Association, he coordinates the needs of both the farmers and the sale of the cacao beans, including carrying the responsibility for quality, availability and export.



## **Main harvest**

December – April

# Grand Cru Cacao Grenada

## **Planting of cacao „Grenada Selection“**

“Grenada Selection” cacao is comprised of a choice of 16 original trees with Criollo and Trinitario heritage. These trees were carefully selected because of their intensive flavour and ability to adapt to the varying soil conditions found in Grenada. Due to the latent destructive potential of hurricanes that sometimes visit the island, three nurseries have been established in different areas to cultivate the cacao saplings.

The cultivation of cacao trees normally involves the planting of beans from a ripe fruit. This process doesn't exclude the possibility of cross breeding from other sorts of cacao. To eliminate this risk, Grenada implements a unique method: the young trees are derived using the branches of the 16 original trees. This complex approach requires approximately six months to complete, before the trees are

strong enough to be planted by the cacao farmers. The largest benefit derived from this practice is that the Grenada Cocoa Association can control the quality of cacao in Grenada by supplying the individual cacao farmers with the trees most suitable to their soil conditions.



# Grand Cru

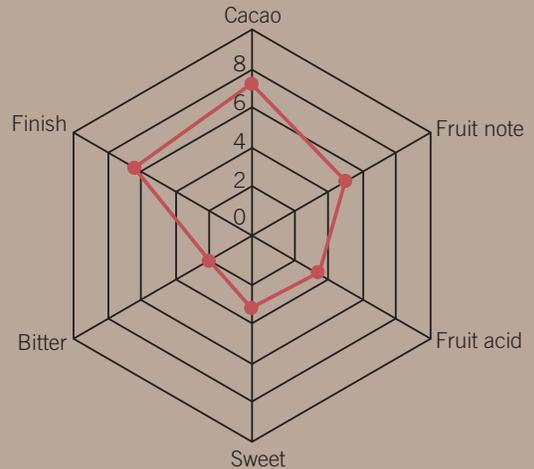
## Grenada 65%

### Grenada 65%

Grand Cru couverture from the “Grenada Selection” noble cacao originating in Grenada.

### Flavour profile

The sensory experience of Grenada 65% opens with a full-bodied, intensive cacao flavour. The traditional gentle processing method reveals a compelling fruit bouquet with the diversity of forest berries and the natural freshness of orange. The prolonged finish is accompanied by a balanced dried pear note complimented through a hint of spicy nutmeg.



# Grand Cru

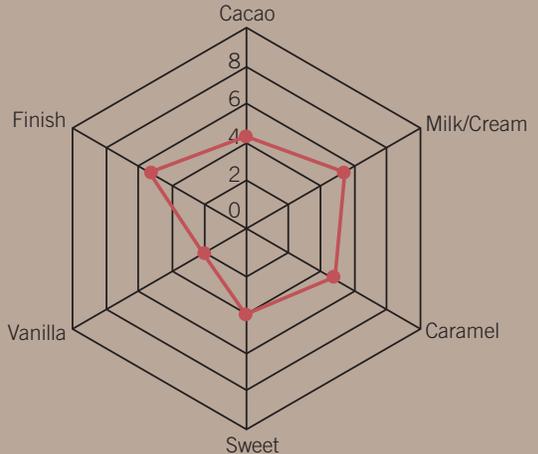
## Grenada 38%

### Grenada 38%

Grand Cru couverture from the „Grenada Selection“ noble cacao originating in Grenada.

### Flavour profile

This milk chocolate intertwines a balanced cacao note with the mellowness of fruity floral honey. The profile is rounded through the harmony of milk caramel accompanied by a mild, slightly spicy, sweet vanilla finish.



*Grand Cru*  
Cacao Rio Huimbi



# Grand Cru

## Cacao Rio Huimbi

The cooperative APROCANE has been delivering high quality cacao beans to Schwyz for several years. APROCANE includes 600 farmers and their families which are mainly descendents from escaped African slaves that can be found spread across 22 municipalities. The cacao originates from the province Esmeraldas, in the catchment area a several rivers and primarily the hinterland of the river Wimbi (Huimbi).

### **Main harvest**

December – March



# Grand Cru

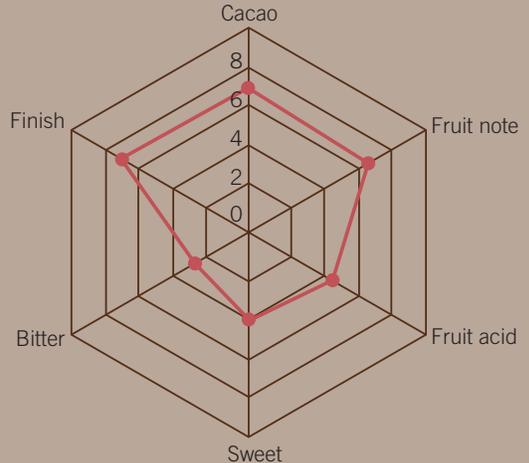
## Rio Huimbi 62%

### Rio Huimbi 62%

Grand Cru couverture from “Nacional” noble cacao originating in Rio Huimbi, Esmeraldas, Ecuador.

### Flavour profile

An accent is set through the harmonious fruity cacao flavour. Ripe pink grapefruit and blood orange notes elegantly express the fresh fruitiness, eventually being replaced with a distinctive dried pear aroma. The subtle tone of pepper accompanies the smooth and silky long lasting finish.



# Grand Cru

## Rio Huimbi 42%

### Rio Huimbi 42%

Grand Cru couverture from “Nacional” noble cacao originating in Rio Huimbi, Esmeraldas, Ecuador.

### Flavour profile

The prelude to this milk chocolate is characterised by a strong cacao flavour supplemented through a pleasant milk note. A spirited interplay of fine caramel and discreet malt aromas adds distinction to the taste experience. The prolonged finish is complimented by a nutty butter note with a caress of sweetness.









# Wild Cacao

## Cacao Bolivia

The unique and rare wild cacao, Criollo Amazonico, originates in the Bolivian lowlands in the province of Beni. The gatherers, mostly Chimane Indians, seek out the widely scattered cacao islands, where they collect the ripened fruit from the trees. They then bring the pods to pre-designated collection points using horses or dugout canoes. The beans are then fermented and dried in the sun at these points. The trees are not cultivated, they are left to nature and are not cut or fertilised. Volker Lehmann is responsible for quality control, purchasing, drying and transportation of these cacao beans on behalf of Felchlin Switzerland. He has lived in Santa Cruz de la Sierra with his family for many years. He also gathers and ferments his own cacao on his Finca “Tranquilidad”, in Huacaraje.

### Main harvest

December – April





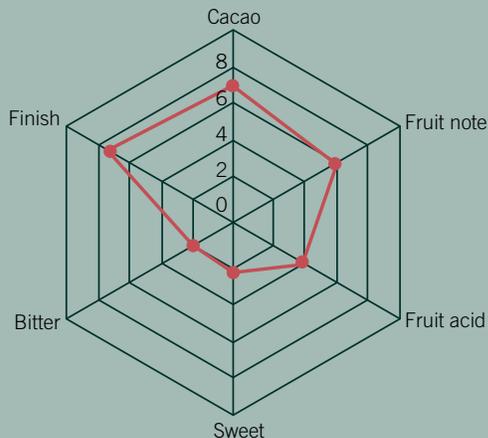
# Cru Sauvage

## Bolivia 68% - 60h

Cru Sauvage couverture made of wild, noble cacao from the province of Beni, Bolivia.

### Flavour profile

The rich, harmonious cacao flavour is complemented by the aromas expressing the freshness of lemon and the fruitiness of grapefruit. The traditional, gentle processing method (60 hours conching) exquisitely unfolds the prune bouquet and vanilla note. The exceptionally pleasant fruit acidity and the long-lasting finish make the Cru Sauvage Bolivia 68% - 60h a unique culinary experience.





# Cru Sauvage

## Bolivia 38% - 48h

Cru Sauvage couverture made of wild, noble cacao from the province of Beni, Bolivia.

### Flavour profile

The sensory experience of this unique milk couverture opens with a mild cacao note. The following milk caramel taste is accented through the slightly sweet taste of marzipan. The traditional gentle manufacturing process (48 hours conching) brings out the pleasant malty spruce honey flavour which then finishes on a prolonged slightly spicy vanilla note.











# Hacienda Elvesia

## Cacao Hacienda Elvesia

Around 200 years ago, Swiss emigrants settled on the peninsula Samaná, in the Dominican Republic. They founded the plantation “Hacienda Elvesia” and began cultivating Criollo and Trinitario cacao. Soon the aromatic fruits became a much sought-after raw material for well known European Chocolatiers. In order to facilitate the transport of the heavy bags, Swiss pioneers built a railway - from the plantation to the port of Cano Hondo. The plantation is based on the principle of sustainable agriculture in harmony with nature. The hacienda is administered by Ramon Lopez (cultivation) and Marco Lee (fermentation and quality control).

### **Main harvest**

October - March





# Cru Hacienda

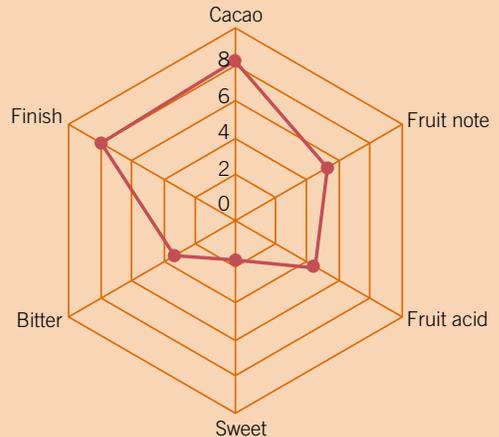
Elvesia Rep. Dom. 74% - 72h

Cru Hacienda couverture made of noble cacao from the Hacienda Elvesia, Dominican Republic.

This couverture is certified organic.

## Flavour profile

The elegant, rich cacao flavour is entwined with tender tones of black tea and mild tobacco notes. The traditional, gentle processing method (72 hours conching) releases in this exceptional chocolate a fruity note, which is complimented by a hint of refreshing orange flavour and a pleasant grapefruit sharpness, leading to a long-lasting and festive finish.





# Cru Hacienda

Elvesia Rep. Dom. 42% - 30h

Cru Hacienda couverture made of noble cacao from the Hacienda Elvesia, Dominican Republic.

This couverture is certified organic.

## Flavour profile

A harmonious cream, caramel aroma compliments the lightly acidic Elvesia cacao note of this mild chocolate. The traditional, gentle processing method (30 hours conching) beautifully unfolds a hint of ripe banana. The finish is enhanced through spicy vanilla and malt notes.





*Felchlin Switzerland*  
Noblest quality since 1908

---





# *More than 100 years of tradition* ... in the heart of Switzerland



**1908**, founding of Max Felchlin AG by Max Josef Felchlin. He lays the building blocks for the traditional production of high quality Swiss chocolate and exceptional products for the confectionary and pastry trade, which has prospered for over 100 years.

**The company domicile and production plant** of Max Felchlin AG is located in Schwyz, in the heart of Switzerland, in the middle of Europe, where the transformation of the cacao bean to noble chocolate using original, traditional methods occurs. We offer approximately 140 local employees an attractive working environment and are committed to supporting and furthering the strategic promotion of knowledge and competence.

The Condorama, our training center for confectioners and chocolatiers, offers practical and theoretical training for professionals supported by a modern infrastructure.

**Independent and a family owned company:** Max Felchlin ensured the autonomy of the company by creating an Association that is primarily in possession of the family and free from other interest groups.

# Our Values

## Passion, Flexibility & Stability



**Our Values:** Max Felchlin AG does not represent only one product, but rather the concept of consistent quality and sustainable decisions.

Our passion is completely focussed around our clients and specialities, for which we work enthusiastically. The flexibility gained because of our manageable size and skilled employees allows us to adjust quickly and with deliberation to new situations. **Stability:** For generations Max Felchlin has displayed a healthy growth, remarkable continuity and encouraged the tradition and authenticity of its craft.

Felchlin is the synonym for product quality. Each individual stage, from cultivation and fermentation, the journey and production, requires consummate skill and expertise.

We invest a great deal of care, experience and time in transforming the seeds of these fruits from the tropical rain forest into melt-in-the-mouth chocolate.

Traditional production methods, combined with new technology, our thorough expertise and market awareness have allowed us to concentrate on the niche high end market. We have modernised our production while retaining our traditional, gentle processing methods to ensure outstanding taste and high quality products.

Felchlin has refrained from becoming a mass producer, rather remained true to its origin and uniqueness. The difference between mass production and Felchlin is important and forms the basis of our existence.

Our flexible infrastructure, extensive experience and expertise of our employees allows us to efficiently meet the individual needs of our clients while maintaining our high standards of quality. One of our specialties is to develop products specifically designed to meet the individual requirements of our clients.





### **Marketing concept**

A highly developed marketing concept that exceeds the mere punctual delivery of our products ensures permanent success together with our partners. New ideas and concepts are constantly being created for the production of innovative pralines, chocolates and bakery items which our clients may then use as desired.

### **Clients**

The broad product spectrum is continually optimized and expanded in accordance with market developments and client requirements. Our clients are exclusive professionals, ranging from confectioners, bakers, catering organizations, industrial producers to luxury hotels. Our company's philosophy is based on the principle of a partnership. To this end we share our expert

knowledge and passion with our partners.

Noble chocolate, which we produce with enthusiasm, is the result of a number of processes that must be performed with care and precision. Our company has dedicated itself for more than 100 years to the production of quality products. We operate our small chocolate factory in Schwyz, where we share the pleasure and secrets of the delicacies of noble chocolate.



*Speciality*  
Swiss Milk Couverture

---



# *Tradition & Handcraft*

## Milk originating in Switzerland



In addition to our renowned Grand Cru dark couvertures, we specialize in producing exclusive milk couvertures from the finest rich Swiss milk.

Switzerland and chocolate are synonyms for quality world-wide. In 1875 the Swiss Daniel Peter was the first to combine milk with chocolate and hence created the famous Swiss milk chocolate.

Agriculture with rural farming is a tradition that dominates the Swiss landscape. Farmers place a great deal of value and care in this traditional occupation, milk production is especially important. Small farms predominate, 80% of which have approximately 30 cows or less.

70% of Switzerland's utilized agricultural area is devoted to grassland, making it ideal for grazing and milk production. This

equates to one third of the total area of Switzerland. Hedges, meadows and fruit trees enrich the fields and biodiversity.

In addition, the natural biodiversity in the various regions ranging from the foothills to alpine meadows on which our cattle graze contributes to the unique quality of Swiss milk.

Each region within Switzerland has its own characteristics which is also reflected through the typical local cattle breed in each area.

There are four primary cattle breeds in Switzerland. In the Canton of Schwyz, the location of our production, the indigenous Swiss Brown predominates. Up to one hundred years ago this famous breed even carried the name of our canton.

As soon as the harsh winter months pass and spring begins, many farmers walk their stock from the valleys to mountain alps. This annual procession composed of cattle and farmers wearing their traditional costumes, known locally as “Alpaufzug”, is a festive event celebrated by many villages. While on the Swiss Alps, the cattle graze on pastures blooming with over one hundred different herbs and grasses and drink from the crystal clear spring water. This pure and lush nourishment contributes to the rich milk used in the production of Swiss milk chocolate.

Alpine farming is beneficial for both flora and fauna. It contributes to the continuation of biodiversity and natural variety, ensuring the sustainability of mountain meadows for generations to come.



## **Environmental and animal friendly milk production**

Swiss milk producers deliver the world's best milk quality. Dairy farmers have been required to fulfil rigid control standards since many decades. Quality standards and controls are regulated through legislation and are strictly enforced. The Swiss regulations are substantially stricter in regard to environmental and animal friendly production than regulations of neighbouring countries.

Cattle can drink clean water, eat lush grass and breathe fresh air. The well-being of the animal is of highest priority. Healthy cattle with sufficient free room produce the best milk.

We carefully enhance our noble couverture using finest Swiss milk powder, whether it is skimmed, partially skimmed, whole milk or cream powder.

The traditional roller drying method of the milk lends a typical caramel character to the couverture while the modern spray drying method contributes to the silky structure.

The specially created and well balanced couverture recipes are the secret to the unique tasting profiles. Our milk chocolates reflect the unforgettable enjoyment of Swiss culture and traditional hand craft.

Felchlin Switzerland is proud to be able to continue the tradition of producing exclusive Swiss milk chocolate using quality milk of Swiss origin.