



ORIGINAL
ARTISAN CHOCOLATE

Press release
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New, gently searing Raffinée taste - straight from the jungles of **Madagascar!**



chocoMe presents the **sixth** groundbreaking flavour in its Raffinée range this autumn; just a year after the brand's introduction the number of available dragees is double of the original three. "It came as a surprise even for us how popular the recently realised Raffinée became among our customers as well as in professional circles" - said *chocoMe* owner **Gábor Mészáros**. - "In merely a year we sold 60 000 boxes, won a Silver Medal at the **International Chocolate Awards** with our Hazelnuts from Piemonte Raffinée, at the **Great Taste Awards** gourmet competition in London we received a 2 star qualification for our Raspberry Raffinée product, and won at the **A' Design Awards** with our brand line packaging.

But the new Raffinée is just part of a trio of debuts: here we introduce for the first time *chocoMe's* new high-end dark chocolate which combined with one of the rarest spices on Earth, the **Voatsiperifery pepper from Madagascar** makes a harmonic unity as the new wild pepper and dark chocolate covered almond Raffinée. We tame the surging mass of dark chocolate made from cocoa beans from Madagascar with hand-harvested, finely ground wild pepper found only on Madagascar as well, then throw toasted almonds into this fiery mixture before we cover them in cocoa powder. - said Gábor Mészáros explaining the process.

The new, and yet most piquant Raffinée mixes dark chocolate with the pepper from Madagascar, which with its complex flavours will surely give a gastronomic experience unlike anything ever before. The secret is in the ingredients: the chocolate we use called **chocoMe Grand Cru Madagascar dark chocolate 64%** comes from the world-renowned **Valhrona** chocolate company's high-end, hand picked cocoa beans originating from the same production area. It's a special type of chocolate with a complex taste, made from the **Criollo** and **Trinitario** cocoa beans growing only in the valley of the river **Sambirano**. Next to the dominant, slightly bitter chocolate the wild pepper's uniquely complex, exciting taste with woody overtones and the spiciness of citrus fruits as well as carrying the aromas of tropical fruits and the Earl Grey tea. With its 64% cocoa content this makes a brilliantly balanced



gastronomic experience, with a long, pleasant aftertaste. The wild pepper mixed with the chocolate mass is a one of a kind spice: the 5-6 millimeter long, peculiar looking pepper Voatsiperifery has a name hard to pronounce and is one of the rarest of spices, the island natives harvest merely 1500 kilograms of it annually. A uniquely complex, exciting topping with woody overtones and the spiciness of citrus fruits which provides a fine counterpoint to the restrained acidity that reminds us of forest fruits. The taste of the wild pepper of Madagascar lingers in the mouth for a long time.

The even roasting of the almond pieces were performed according to our wishes in the workshop of one of the best coffee-roasting experts in Hungary.

Due to the domestic and international professional success and the unanimous support from our customers, Raffinée became an individual product category in *chocoMe's* portfolio and we celebrated the occasion by shooting an atmospheric movie clip, that you can enjoy by clicking the link below:



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