Preparing for all time Cocoa Price Highs

Are you ready for the 46-year price highs for cocoa? We’re here to help you maintain your bottom line while still making great tasting chocolate baked goods.

The cocoa market is going into a time of instability

- 46-year price highs for cocoa (Food Dive)
- Cocoa prices are 65% higher February 2024 than February 2023 (Food Dive)
- Poor harvests of cocoa crop created by dry weather, hotter temperatures, and changing rainfall patterns (BBC)
- Concerns around labor rights create uncertainty around the future of cocoa

Reduce cocoa in your baked goods with chocolate flavor enhancement

- Chocolate flavor enhancers can re-introduce complexity (rounded out flavor and brown notes) lost when reducing cocoa
- Reaction flavors can naturally bring back some of the color lost to cocoa reduction
- Makes chocolate in baked goods taste more toasted or roasted, a characteristic frequently associated with a higher-end or premium tasting chocolate products with less cocoa
- With cocoa at an all time high, chocolate flavor enhancers may be more cost effective than purchasing large amounts of cocoa

Additional benefits of chocolate flavor enhancement

- Creates a more standardized baked good that doesn’t fluctuate from batch to batch
- Chocolate reaction flavors have thermal stability and won’t flash off during the baking process
- Reaction technology can create a more authentic tasting dark chocolate profile
- Optify, our proprietary taste modification technology, can alter and enhance chocolate to create more perceived sweetness, creaminess, and overall mouthfeel enhancement

Tackling your next taste challenge? We’re here for you. Contact us or click to request a FREE flavor sample.