

# 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

