

1.800.959.1131

www.drinkingchocolates.com

Italian Style Drinking Chocolate

Commercial Chocolate Dispensers



Description and Comparison

First, we'd like to introduce you to the world of drinking chocolate – the original way chocolate was enjoyed. Unlike hot cocoa mixes which generally contain little to no chocolate, drinking chocolate uses ingredients from the cocoa bean instead of a variety of artificial ingredients and powders.

We feel Cioccolata Calda - Italian Style Drinking Chocolate is superior in taste and quality to other sipping and drinking chocolates, as we use no cocoa powder. While this is a bold statement, we feel that it is justifiable simply through our ingredients. We'll leave the tasting portion up to you!

Cocoa powder is one of the lesser quality ingredients that can be pulled from a cocoa bean and is generally regarded as filler. Cioccolata Calda has NO cocoa powder and is the only sipping/drinking chocolate that is 100% pure chocolate.

SF Cioccolata Calda has a variety of uses and can be used in some of the following applications:

- o Enjoyed hot by itself as a gourmet drinking chocolate (mixed to taste)
 - o Mix thin for a pure American-style "hot chocolate" with no fillers
 - o Mix thick for authentic Italian "old-style" drinking chocolate
 - o Serve over ice for a refreshing and delicious cool drink
- o Used to make a gourmet mocha (to replace syrups and sauces)
 - o Can also be served over ice for a gourmet cold coffee drink
- o Used to make a chocolate martini



Price Comparison (based on various retail prices):

Brand	Retail Price (per unit)	Quantity Produced	Avg. Cost w/ milk (4 oz.)	Avg. Sale Price (4 oz.)	Appx. Profit (4 oz. cup)
SF Cioccolata Calda	\$15.99	100 ounces	\$.75	\$2.99	\$2.24
Callebaut Robusto	\$14.99	30 ounces	\$1.98	\$2.99	\$1.01
Caffe Amore Bellagio	\$10.99	36 ounces	\$1.08	\$2.99	\$1.91
Schokinag	\$13.99	44 ounces	\$1.38	\$2.99	\$1.61

Ingredients:

Cioccolata Calda: Sugar, chocolate liquor, cocoa butter, milk fat, soy lecithin, vanillin

Callebaut Robusto: skimmed milk, sugar, **fat-reduced cocoa powder**, dextrose, vegetable fat, chocolate (4%), thickener, E412, E407, E415, emulsifier, E471, vanillin

Cafe Amore Bellagio : **Cocoa powder**, sugar, chocolate liquor, and cocoa butter.

Shokinag : Cocoa Liquor, Sugar, Cocoa Butter, Whole Milk Powder, Soya Lecithin as an Emulsifier, **Cocoa Powder** and Pure Vanilla.

Nestle Hot Cocoa Mix: Dairy product solids, Nonfat Milk, Cocoa processed with alkali, calcium carbonate, cellulose gum, and less than 2% of partially hydrogenated canola oil, salt, artificial flavor, sodium caseinate, sucralose, sodium phosphate, acesulfame potassium.

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Pricing and Suggestions

Outside of the directions on the bag, there are a few suggestions we offer for making a perfect drinking chocolate. You can also find some flavoring suggestions below to add even more flair to your drinking chocolate. The two recommended ways of making Cioccolata Calda is with a drinking chocolate dispenser or espresso/milk steamer.

SERVING SIZES:

- We suggest serving Cioccolata Calda in 4-6 ounce servings or in one ounce “gourmet” mocha markups. A 2 lb. commercial bag will make 100 ounces (25 servings) of product. Suggested price: \$2.99 for 4 ounces.
- If you are looking for a thick, European-style drinking chocolate, mix 1 bag of SF Cioccolata Calda with ½ gallon of half and half. Let product mix in drinking chocolate dispenser for 25-30 minutes.
- If you are looking for more of a hot chocolate type chocolate, mix 1 bag of SF Cioccolata Calda with ¾ - 1 gallon of milk. Let product mix in drinking chocolate dispenser for 25-30 minutes.
- If you are not using a commercial dispenser, you can use a commercial steamer (recommended), home dispenser or your stovetop to make Cioccolata Calda. The key is hot milk/cream and agitation.

Style	Single (½ cup half and half)	Family (2 cups half and half)	Commercial (½ Gallon half and half)
Drinking Chocolate (Italian)	5 tablespoons	1 ¼ cups	1 bag (4 cups)
Hot Chocolate (USA)	3 tablespoons	¾ cup	2.5 cups (appx. 2/3 bag)

MIXING TIPS:

- You can use a range from water to heavy cream. We recommend half and half or whole milk generally.
- If using an espresso/milk steamer, place chocolate and milk together and steam quickly.
- When mixing in a cocoa mixer, add chocolate and about 1/3 of the total milk you will use. Let that mix and dissolve first, then add more milk/cream. Use highest temperature for initial melting.
- Make sure if you are not using a cocoa mixer to prepare, thoroughly whisk the chocolate with milk
- Let milk get hot, just below a boil. Let chocolate dissolve for approximately 30 seconds after whisking.

PRICING:

PRODUCT	CASE SIZE	MSRP	5 +	30 +	60 +
SF Cioccolata Calda - Retail	One 9 ounce tin	\$12.99	N/A	N/A	N/A
SF Cioccolata Calda - Retail Pack	Twelve 9 ounce tins	\$69.99	\$62.99	\$60.99	\$59.99
SF Cioccolata Calda - Commercial	2 lbs. (one - 2 lb. bag)	\$16.99	N/A	N/A	N/A
SF Cioccolata Calda - Five Pack	10 lbs. (five - 2 lb. bags)	\$69.99	\$62.99	\$60.99	\$59.99

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