

BLOMMER CHOCOLATE COMPANY

SELECTING THE RIGHT COCOA FOR YOUR APPLICATION

Cocoa powder is used in a formulation to deliver a particular color and/or flavor. One cocoa may not perform the same in every application. When selecting a cocoa powder it is best to work with the supplier to divulge your objectives and final application. What is the most important attribute to this product? Is it a specific color, flavor or pH?

Once the application has been determined, the important objectives relating to color, price and pH must be all considered.

Typical Flavors and Applications for Various Cocos

TYPE OF COCOA	TYPICAL FLAVOR	COMMON APPLICATIONS
Natural – non alkalized	Mild, cocoa notes	Compounds, syrups, bakery toppings, confectionery
Alkalized – Light dutch	Mild, cocoa notes with mild alkali undertones	Dairy, beverage, creams, syrups, toppings, confectionery
Alkalized – Red	Moderate to strong alkali notes	Bakery, dairy, beverage, creams, confectionery
Alkalized – Dark	Mild to Moderate alkali notes	Bakery, confectionery
Alkalized – Black	Intensely unique alkali flavors	Cookies, coloring agent

Cake alkalized cocoa powders may work well in baking applications, but may not be optimal in drinks, dairy applications and some confectionery applications. The inherent structure of these cocos may cause settling due to swelling of particles particularly in water based applications such as drinks.

Nib Alkalization can also greatly reduce certain kinds of spore forming bacteria. This fact and the good solubility of nib alkalization make it a good first choice particularly in drink applications and dairy. These cocos also work well in baking and confectionery applications. The upfront price may be higher for nib alkalized cocos versus cake alkalized cocos, but if you can use less of a cocoa that has a greater flavor impact, it may be an equal value.

pH: Higher pH' cocoa powders can interfere with leavening during baking and produce "tunneling" as a result of large air bubbles or an "overspreading" in cookies. High free alkali can also prevent gelling in products like pudding and can reduce the stability of milk and reduce the shelf life. A proper pH for the application can be obtained by blending a natural cocoa with an alkalized cocoa.

The most efficient way to determine which cocoa may work the best in the application and at the price point needed is to partner with the cocoa supplier so that they can steer the customer to the cocos that will be the most likely to prove successful.



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