

# Carat

*Outstanding quality, made perfectly simple*



# Carat Compound coatings, chips and fillings

*The perfect solution for each application*

## Decoration

Use **Carat Hard Compound Coatings** or **Compound Chips** to make your product even more attractive.

## Filling

Use **Carat Filocrem** or **Carat Compound Chips** to add a chocolatey surprise inside of your finished product.

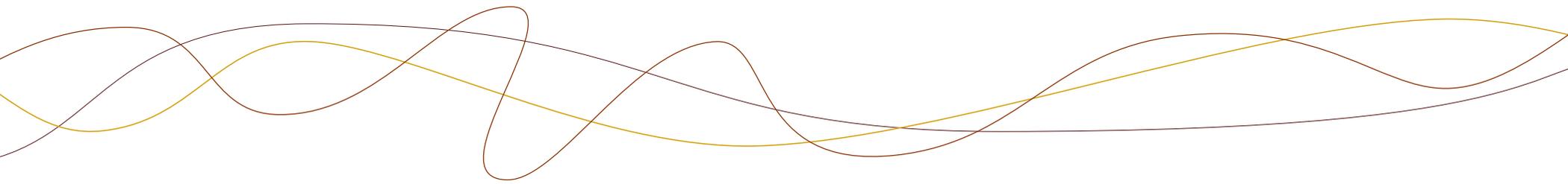


## Coating

Coat your finished bakery or patisserie item with our delicious and smooth **Carat Hard & Soft Compound Coatings**.

## Flavor

Flavor your dough or mousse with **Carat Absolut** for a rich chocolate taste.

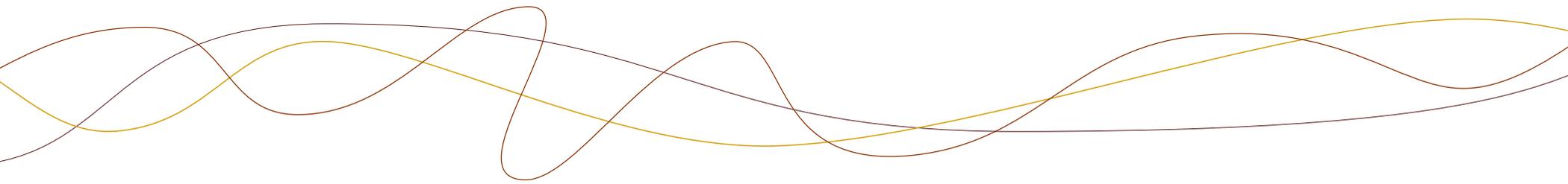


# Our Carat Range

RANGE	PRODUCT	PRODUCT #	PRODUCT DESCRIPTION	VISCOSITY (MCM)	PACKAGING	
<b>Hard Compound Coatings</b>						
	<b>Coverlux</b>	Dark 	4008319	<b>Premium range</b> of multi-purpose compound coatings with smooth, well balanced flavors and no trans-fatty acids. <b>Dark</b> – with a rich & decadent chocolate flavor. <b>Milk</b> – light in color with fresh milk notes. <b>White</b> – Sweet dairy notes and vanilla with a natural cocoa butter color.	40	25 lb Bag
		Milk 	4008389		50	25 lb Bag
		White	4007938		40	25 lb Bag
	<b>Coverlux Dens</b>	Dark  	4008316	Premium coatings with a <b>higher viscosity</b> , ideal for <b>industrial applications</b> such as enrobing or panning.	125	25 lb Bag
		Milk  	4008412		125	25 lb Bag
		White 	4007939		125	25 lb Box
<b>Soft and creamy compound coatings</b>						
	<b>Decorcrem</b>	Dark 	4008161	Range of great tasting decoration creams providing the ultimate user convenience and chocolate taste. Carat Decorcrem sets at room temperature and gives a glossy appearance while maintaining a soft texture with a clean cut. On top of this, it remains stable when frozen.	45	10 lb Pail
		Milk  	4008154		45	10 lb Pail
		White	4008453		45	10 lb Pail
<b>Cocoa-based fillings and flavoring pastes</b>						
	<b>Filocrem</b>	Dark	4005006	An extremely versatile ready-to-use bake-stable cocoa filling with a superior rich flavor and smooth texture.	80	500 lb drum
<b>Compound chips</b>						
	<b>Chips</b>	Dark 4M 	4008329	Dark chips with an intense & rich chocolate flavor. Can be used for baking, decorating, flavoring or ice cream inclusions. (4,000 pieces / Lb.)	500	25 lb Box

 Cacao-Trace Certified

 Made To Order



# Carat

Outstanding quality, made perfectly simple



At Puratos, we are passionate about chocolate. Our mission is to deliver **great-tasting, innovative chocolate solutions**, combined with the absolute **peace-of-mind** our customers expect from us. Supported by Taste Tomorrow, our global consumer research, we are **relaunching our Carat range** to provide our customers with **unique solutions** based on 3 main pillars: **sustainability, nutrition** and **consumer validation**.

## Sustainability

More and more consumers are curious about **where their food comes from**. Apart from a great tasting product, they want to be able to trace the ingredients back to the earth, to the conditions in which they were grown and to the people who farmed them.



Several years ago, Puratos was the first chocolate company in the USA to exclusively use **sustainable palm oil**, certified by RSPO, in its compound products.

Now, Puratos is **setting a new standard** in the industry by sourcing unique and **great tasting, sustainable cocoa powder** from its Cacao-Trace program.

## Nutrition

By using our compound coatings, you are guaranteed a great-tasting product that is made with respect, both for the cocoa farmer and for his environment. In addition, all Carat items are **gluten free** and **contain 0g trans fats**, responding to the growing **nutrition** awareness.

## Consumer validation

We used our Sensobus, a sensory lab on wheels, to validate our new range amongst US consumers. After tasting, **80% of consumers preferred the coating with sustainable cocoa** over the current product.\*

\* October 2014, Sensobus King of Prussia (PA), 124 consumers



Cacao-Trace is Puratos' **unique sustainable cocoa program and certification**, active in Ivory Coast and Vietnam. Our holistic approach aims to generate better profitability by focusing on the professionalization of farmers which results in greater volumes, higher incomes, a protected environment and sustainable livelihoods.



Freshly harvested cocoa pods



Intercropping of cocoa trees with coconut trees



Amdahoui Béatrice, cocoa farmer in Grélion, Ivory Coast

# Safeguarding the future of cocoa with Cacao-Trace



## Challenges in cocoa

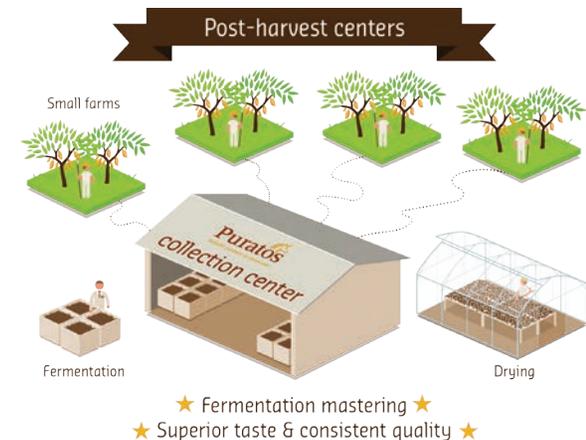
Cocoa is grown around the Equator, where over 5 million small-scale family farmers produce 9 billion pounds of cocoa beans every year.

Growing cocoa requires a significant **economic investment** and commitment from the farmers. **Pests and diseases** destroy 30 – 40% of crops which, combined with **soil infertility and climate change**, pose serious environmental challenges to the farmers.

Finally, cocoa farming used to be a **family tradition**, passed down through generations. Nowadays however, traditions are fading and fewer youngsters are interested in carrying on this profession. This is where Puratos' Cacao-Trace comes in.

## Our unique approach

As part of our unique approach, we manage an exclusive cocoa collection center at each location, where great tasting chocolate starts thanks to a controlled bean fermentation and drying process. The collection center is located near the farms. Our expert agronomists educate the farmers on the most up-to-date agricultural practices and environmental protection, both in the center and on the farms.





Agricultural training in the nursery and on-farm.



Controlled bean fermentation in wooden boxes



Drying of the cocoa beans in Vietnam, followed by a cut test to check correct fermentation.



# Outstanding quality, made perfectly simple



## Great Chocolate Taste

- Careful selection of great tasting and sustainable cocoa
- Pleasant mouthfeel
- Outstanding taste endorsed by consumers

## Convenient

- No tempering needed
- Ready-to-use
- Save time for busy professionals

## Customized Development

- Solutions based on your specific needs
- Extensive capabilities e.g. non-hydrogenated fats, organic, natural flavors and sustainable certifications

## Meeting consumer's expectations

- Nutrition
- Sustainability

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Reliable partners in innovation