

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.

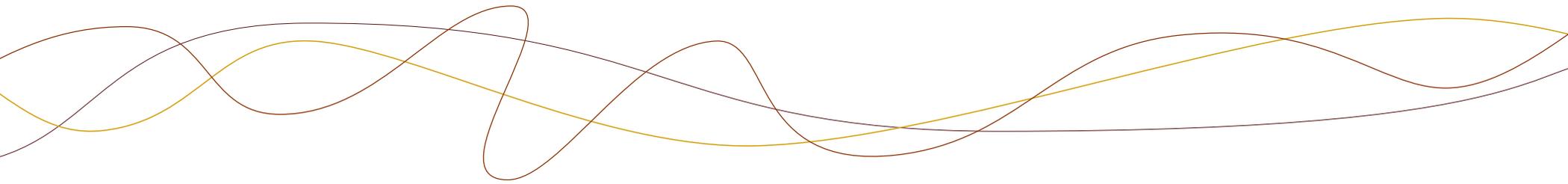


Coating

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

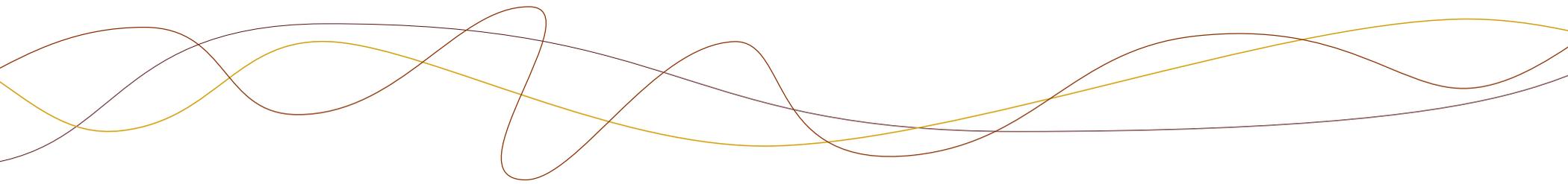
Flavor

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



Our Carat Range

| RANGE | PRODUCT | PRODUCT # | PRODUCT DESCRIPTION | VISCOSITY (MCM) | PACKAGING | |
|---|----------------------|--|---------------------|---|-----------|-------------|
| Hard Compound Coatings | | | | | | |
|  | Coverlux | Dark  | 4008319 | Premium range of multi-purpose compound coatings with smooth, well balanced flavors and no trans-fatty acids. Dark – with a rich & decadent chocolate flavor. Milk – light in color with fresh milk notes. White – 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 |
| | Coverlux Dens | Dark   | 4008316 | Premium coatings with a higher viscosity , ideal for industrial applications such as enrobing or panning. | 125 | 25 lb Bag |
| | | Milk   | 4008412 | | 125 | 25 lb Bag |
| | | White  | 4007939 | | 125 | 25 lb Box |
| Soft and creamy compound coatings | | | | | | |
|  | Decorcrem | 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 |
| Cocoa-based fillings and flavoring pastes | | | | | | |
|  | Filocrem | Dark | 4005006 | An extremely versatile ready-to-use bake-stable cocoa filling with a superior rich flavor and smooth texture. | 80 | 500 lb drum |
| Compound chips | | | | | | |
|  | Chips | 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 |



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TASTE/TOMORROW

From consumer insights to innovation

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

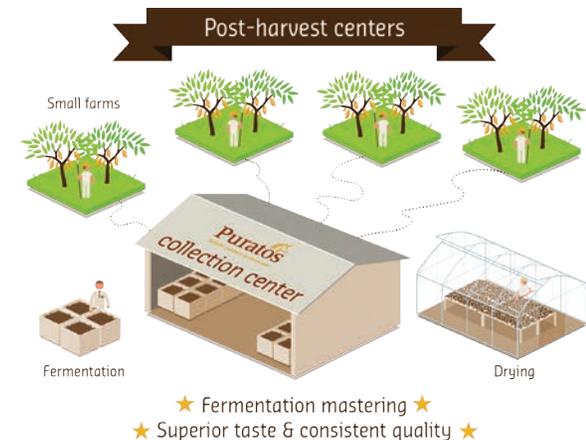
Cocoa is grown around the Equator, where over 5 million small-scale family farmers produce 9 billion pounds of cocoa beans every year.

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.



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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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Puratos
Reliable partners in innovation