



VALRHONA

Azélia 35%

Azélia is an indulgent chocolate with a delicious hazelnut flavor

HISTORY

When Valrhona decided to tackle one of the dessert world's most beloved classics to make a new chocolate, the results were none other than Azélia 35%. This new Grand Cru strikes the perfect balance of chocolate, milk and hazelnuts. It reawakens delectable childhood memories and thrills even the most sophisticated adult taste buds. Valrhona designed Azélia using cocoa and nuts selected and processed for their flavor and quality. Its warm brown color reignites some of our greatest childhood passions whether it is used in bonbons, chocolate bars, ganaches, desserts, ice creams or sorbets.

FLAVOR

So that taste is always a source of inspiration, we have used a research-based co-creation approach to give each couverture a specific ambiance which will appeal to both your senses and your emotions.



*Justine Branchu and
Christophe Devaux*

R&D AND SENSORY ANALYSIS TEAM
VALRHONA

“ *Azélia is a little like a delicious chocolate spread you can bite into and enjoy - a real treat, in other words! This inspiring project showcased and combined two of Valrhona's essential areas of expertise - chocolate and praliné - both in the way we carefully selected our ingredients and in the caramelization technique we used.* ”

SENSORY PROFILE

MAJOR CHARACTERISTIC: **INDULGENT**
MINOR NOTE: **HAZELNUT**

Azélia's indulgent notes of roasted hazelnut feel every bit as velvety as a warm down blanket on winter's first icy days.



PACKAGING

3kg bag of fèves

Code: 11603

COMPOSITION

Cocoa 35% min.

Fat 44%

Sugar** 30%

Milk 21%

INGREDIENTS

Sugar, cocoa butter, full-fat milk powder, hazelnuts 13.6%, cocoa beans, skimmed milk powder, emulsifier: sunflower lecithin, natural vanilla extract.

USE WITHIN*

10 months

STORING

Store in a cool, dry place between 60/65°F (16/18°C).

*calculated based on the date of manufacture.

**added sugar

APPLICATIONS

AZÉLIA 35%

COATING

MOLDING

BARs

MOUSSES

CRÉMEUX &
GANACHES

ICE CREAMS
& SORBETS

TECHNIQUE



PAIRINGS



YELLOW FRUIT



NUTS



TROPICAL FRUIT



CARAMEL



SPONGE



PUFFED CEREAL



COFFEE



Gimy Bar



Jeremy Aspa
PASTRY CHEF INSTRUCTOR
ÉCOLE VALRHONA

LEMON MARSHMALLOW

10g	Gelatin powder 220 Bloom
20g	Water for the gelatin
5g	Lemon zest
90g	Lemon juice
40g	Invert sugar
130g	Sugar
60g	Invert sugar
355g	Total weight

- Rehydrate the gelatin with water.
- Infuse the zest in the lemon juice for approx. 10 minutes, then strain it through a fine sieve.
- Add the smaller portion of invert sugar and the sugar before cooking the mixture at 230°F (110°C).
- In the bowl of a stand mixer, pour the cooked syrup into the remaining invert sugar and the bloomed gelatin.
- Melt the hydrated gelatin in a microwave, then combine it with the warm sugar and beat it until a ribbon forms.
- Allow to cool to 95/105°F (35/40°C).

CRISPY WHEAT FLAKE CEREAL CRISP

480g	AZÉLIA 35%
150g	Crispy wheat flake cereal
630g	Total weight

- Temper the Azélia couverture.
- Add the crispy wheat flake cereal and use immediately.

ASSEMBLY AND FINISHING

Make the mix for the crispy wheat flake cereal crisp and pour it into a 34x34cm frame (depth: 4mm) coated with tempered milk couverture.
Put two 4mm ganache frames on top of the thin mix.
Pour the whipped marshmallow into the frames.
Leave to set for 24 hours at 60°F (17°C) and at 60% relative humidity.
Use a guitar cutter to slice the assembly into 22.5x80mm rectangles.
Coat the bars with Azélia couverture and decorate them with crushed roasted hazelnuts before the chocolate sets.

Choosing Valrhona , means committing to responsible chocolate



A RESPONSIBLE CHOCOLATE THAT RESPECTS PEOPLE AND THE PLANET

Valrhona has been B Corporation® certified since January 2020, belonging to a community of companies that adhere to high social and environmental standards.

A COMMITTED CHOCOLATE BRAND THAT CONTRIBUTES TO A FAIR AND SUSTAINABLE COCOA INDUSTRY THROUGH 4 CONCRETE ACTIONS :

- Building **long-term partnerships** with our producers (3 years minimum, 8.5 years on average) to enable our partners to plan long-term investments.
- **Fixed prices** for producers, above and beyond the minimum prices set by government organizations, enabling them to limit their exposure to market volatility and have a reliable income.
- **Minimum quantities** to guarantee a stable revenue stream.
- **Environmental and social support projects** for communities (education, health, sustainable agricultural practices, etc.).

A FEW EXAMPLE PROJECTS COMMUNITY SUPPORT

- Because education is the best way to combat child labor, since 2014 Valrhona has financed the **construction and renovation of 14 schools** in Ghana and the Ivory Coast. At the start of the 2022 school year, 65 classes welcomed 2,555 students.
- To **improve the income of its cocoa producers**, Valrhona promotes **agroforestry**. In 2022, we financed an agroecological cocoa farming project in Haiti. 12 hectares of plots were regenerated by 31 producers in 2022 through the planting of new trees, the introduction of food crops and the development of composting.

KEY FIGURES

- **16,979** partner producers
- **100%** of our cocoa beans can be traced back to our producers
- **95%** of our cocoa beans will be traced to the plot by the end of 2023
- **8.5 years** is the average length of a partnership
- **14 countries** have a long-term partnership
- **From 2019 to 2022**, Valrhona financed **98** projects for a fair and sustainable cocoa sector. These projects benefited **98,943** people.

Dive deep into
our plantations and
discover all the
community support
projects carried out.



WHY IS TRACEABILITY IMPORTANT?

100% of our cocoa beans can be traced back to our 16,979 producers, which provides the assurance of knowing where the cocoa came from, who harvested it, and that it was produced in good conditions. This enables us to better target our social and environmental actions in our producer countries.

At the same time, we are deploying plot-based traceability using GPS location and polygon mapping. This mapping ensures that our cocoa does not come from protected natural areas.

To date, 70% of our cocoa beans can be traced to the plot, and we plan to reach 100% by early 2025.