

73%
COCOA

Valrhona has
created the first
whole-bean
couverture
chocolate

Taking cocoa back to its
source


VALRHONA
Let's imagine the best of chocolate®



Taking cocoa back to its source

Innovation has been at the heart of Valrhona's strategy for over 100 years. It aims to shake up gastronomic convention, continuously reinvent chocolate, and dream up both cocoa's next innovation and chocolate's future. We want to do this in a way that makes things better every day, for people and the planet, so that we can fuel our customers' imaginations and guide them as they strive for new experiences, meaningful creativity and quality that helps them stand out from the crowd. At Valrhona, we want to create a fair and sustainable cocoa industry and inspire creative, responsible gastronomy by driving forward a collective movement that brings together everyone in the cocoa, chocolate and gastronomy sectors.

In keeping with its **pioneering nature**, Valrhona has freed itself from convention to create a **raw chocolate, Oqo**, which reconnects us with **cocoa's origins**.

It is an innovative **whole-bean couverture** with a **remarkable look, taste and texture**. This new creation opens up a whole new world of possibilities and is inspiring professionals to make unique products with a strong identity that **sets them apart from the crowd**.

Oqo embodies Valrhona's responsible approach and meets many of **the requirements now common among both gastronomy professionals and consumers**, who want natural and fewer ingredients and more distinctive tastes. **They are looking for products that are better for people and the planet** but still stand out for their unique qualities and **new flavor experiences**.

Our new product turns chocolate conventions on their head and is exclusively reserved for Valrhona customers who are members of the Cercle V loyalty program.



3 ingredients for a couverture in its purest form

The Oqo couverture prioritizes **getting back to the essentials**, with an **ultra-short list of ingredients** that includes **single origin Madagascan whole beans, cocoa butter and unrefined beet sugar** - nothing more, nothing less! There is no vanilla or lecithin, but the chocolate is still perfectly fluid.

This unprecedented couverture is made using a process we have retooled to reconnect us with our origins. The beans are **roasted and then coarsely ground with their shells still on**. There is no conching, which makes it less acidic. Oqo stands out for its intense aromatics and **unique texture**.

The couverture melts on the palate and coats your tongue with **tiny grains that make for a surprising but altogether delightful experience**. It owes its **crunchy feel to these fine pieces of shell, nibs and sugar granules** that add texture and can be seen by the naked eye. Visually, Oqo stands out from traditional couvertures thanks to its **marbled, rather than smooth, appearance and very special grain**.



Sensory characteristics harking back to cocoa's origins

Crackling like a fire, **Oqo takes us back to cocoa's earliest origins**. It has a **raw, almost mineral texture, crunchy pieces of whole beans** which erupt like a shower of glittering sparks, and **powerful acidic and fruity notes** that give way to warm undertones of roasted beans.

Oqo also has a characteristically powerful taste, **with a 73% cocoa content**, and a unique acidic feel thanks to its beans' Madagascan origins and the fact **they aren't conched during the making process**, preserving their tangy notes.

This new couverture **helps the cocoa to shine in its raw, whole and most intense form**.

SENSORY CHARACTERISTICS

MAJOR CHARACTERISTIC: FRESH NUT
MINOR NOTE: ROASTED BEANS
EXCEPTIONAL NOTE: CRUNCHY

Uses which bring out all kinds of different textures

Oqo has the same tempering process as a dark chocolate, and it can be used in tempering machines if you would like to add ingredients such as hazelnuts or cocoa nibs. Its character comes to the fore in uses such as **bars, spreads, pralinés, coated nuts and coatings more generally**. It can also be used **for molded chocolate or making ice cream and sorbets** (such as straciatellas, for example).



Romain Cyrzelezyk
 CHOCOLATIER & INSTRUCTOR,
 ÉCOLE VALRHONA

“Oqo is a product you need to explore, understand, and master. After that, it will naturally become a key part of your recipes.”

APPLICATIONS

OQO 73%	COATING	MOLDING	BARs	MOUSSES	CRÉMEUX & GANACHE	ICE CREAMS & SORBETS
TECHNIQUE	●	○	●			○

● Ideal use ○ Recommended use

PACKAGING
 3 kg slabs

COMPOSITION
 Cocoa 73% min. Fat 44% Sugar* 27%

INGREDIENTS
 Madagascan whole cocoa beans, cocoa butter, unrefined beet sugar

USE WITHIN**
 18 months

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

AVAILABILITY
 18 september 2023

* added sugar
 ** calculated based on the date of manufacture

Making good use of cocoa shells

Because we are very conscious of environmental issues and our impact on the planet, Valrhona has made a daily commitment to building a fair and sustainable cocoa industry and inspiring a creative, ethical gastronomy.

Because its beans are processed whole, with their shells still on, Oqo is paving the way for new way of using this cocoa byproduct. Cocoa shells are often employed in the fragrance, gardening, and energy industries, but here they are used much earlier in the beans' life cycle. This innovation is a testament to Valrhona's determination to adopt a way of working that is as good as possible for people and the planet.





A Cercle V Exclusive

From September 18, 2023, a limited edition of Oqo will be available to members of the Cercle V loyalty program (in Europe).

This loyalty program gives professional makers and restaurateurs all kinds of advantages and exclusive offers:

- Special product previews and exclusive experiences (events, trips to plantations and more)
- Access to special prices (with discounts on products, shipping costs and training courses) and a wide range of services (such as custom-made couvertures)
- A close relationship with the brand that gives you access to day-to-day support, discussions and resources (such as recipes and booklets), which make your life easier and provide plenty of inspiration
- Promotion via the brand's various communication channels (social media, competitions and a special store locator on valrhona.com) and at the Chefs' Stage at 47, Rue des Archives.

For more information about the benefits of Cercle V and how to join, go to the Valrhona website and click on the section titled "Our Services".



About Valrhona

AT VALRHONA, TOGETHER, GOOD BECOMES BETTER

A partner of taste artisans since 1922 and a pioneer and specialist in the world of chocolate, Valrhona defines itself today as a company whose mission statement “Together, good becomes better” conveys the strength of its commitment. Together with its employees, chefs and cocoa producers, Valrhona brings out the best in chocolate to shift the status quo towards a fairer, more sustainable cocoa industry and gastronomy that tastes great, looks great and does great things for the world.

Building long-term partnerships directly with cocoa producers, sharing know-how and looking for the next chocolate innovation are the challenges that drive us to do better every day. Working alongside chefs, Valrhona promotes craftsmanship and supports them in their quest for uniqueness by constantly pushing the limits of creativity.

Thanks to its constant engagement with this raison d'être, Valrhona is proud to have obtained the very demanding B Corporation® certification in January 2020. B Corporation rewards the world's most committed companies that put equal emphasis on economic, societal and environmental performance. This distinction emphasizes our “Live Long” sustainable development strategy, marked by the desire to co-build a model with a positive impact for producers, employees, taste artisans and all chocolate enthusiasts.

Choosing Valrhona means committing to responsible chocolate. All the cocoa beans that we use can be traced back to the producer which provides the assurance of knowing where the cocoa came from, who harvested it, and that it was produced in good conditions. Choosing Valrhona means committing to a chocolate that respects both people and the planet.

www.valrhona.com

Link to download HD images:

<http://bit.ly/Oqo73>

