



2 0 1 7 F U L L L I N E

# BRAND PRESENTATION

[WWW.HOLLANDERCHOCOLATE.COM](http://WWW.HOLLANDERCHOCOLATE.COM)

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B R A N D   A D V A N T A G E S

# NICE TO MEET YOU

HOLLANDER CHOCOLATE CO.



CREATED FOR CRAFT BEVERAGE™

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# WHAT WE DO

Hollander Chocolate café sauces and powders are created for craft beverages with Holland's finest Dutched cocoas and quality ingredients. With the creative spirit of the pioneering Dutch masters and a tradition of innovation we elevate classic cocoa recipes to work in harmony with fine espresso. Made in America for the modern café and barista, Hollander Chocolate is the premium collection of fine café sauces and powders.



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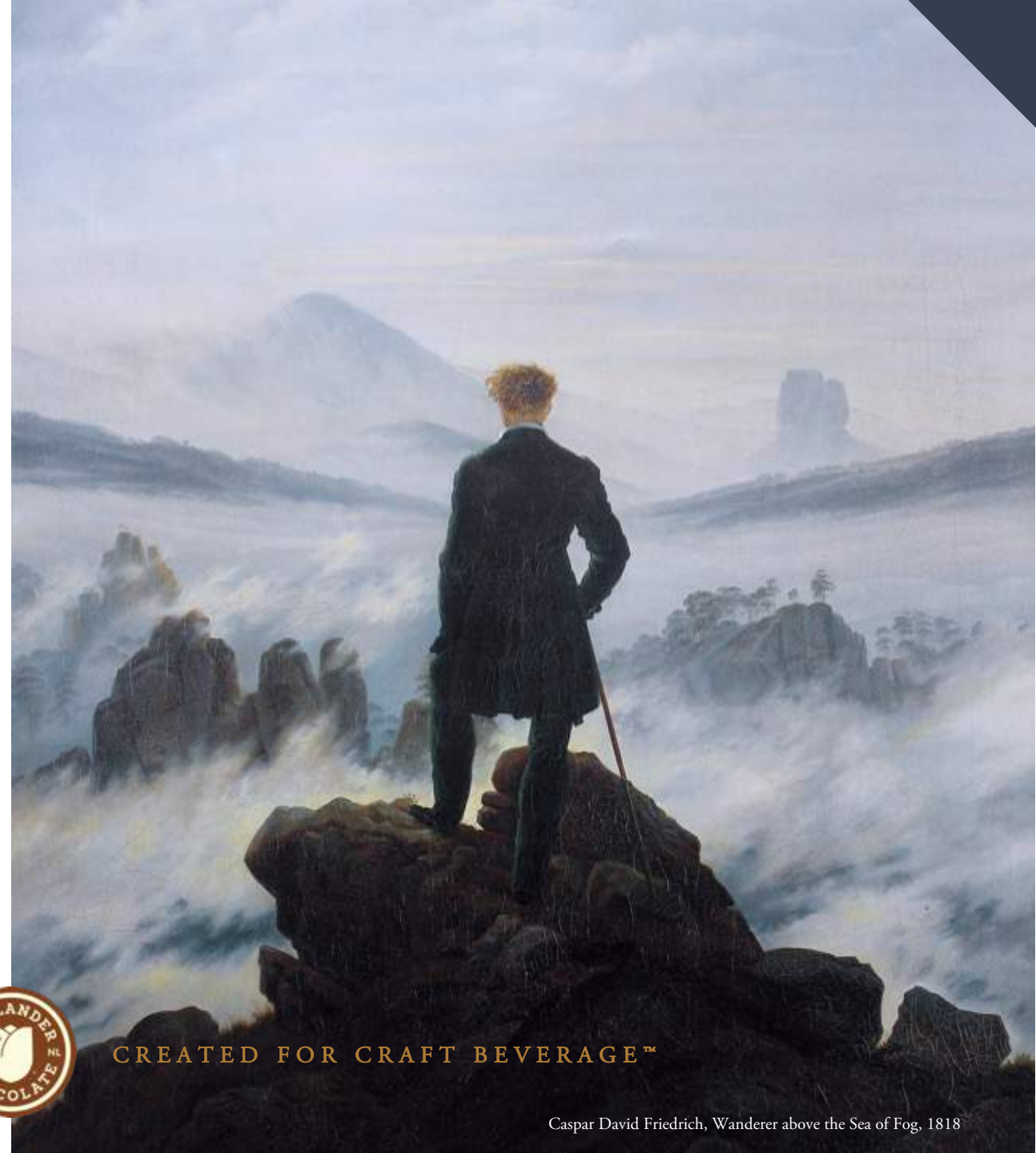
# THE BIG PICTURE

- ✓ **FULL LINE CHOCOLATE COMPANY**  
24 SKU's: Café Sauces, Café Powders, Hot Cocoa, Frappés, Mini Bars.
- ✓ **COMPETITIVELY POSITIONED**  
Competes with all premium chocolate companies supplying the specialty coffee/food service industry.
- ✓ **STRATEGIC INGREDIENT PARTNERSHIPS**  
Partnership with key ingredient suppliers in Holland, Belgium, and France.
- ✓ **STRATEGIC MANUFACTURING PARTNERSHIPS**  
Partnership with key US manufacturers - all products made in the United States.
- ✓ **BEST INGREDIENTS ON THE MARKET**
- ✓ **LOW COST/OVERHEAD MANUFACTURER**
- ✓ **CONSISTENTLY OUT-CUTS COMPETITION**
- ✓ **SEASONED SPECIALTY COFFEE PROFESSIONALS**  
We have taken our years of industry experience to create a fully optimized and professional café product line with attention to every step of the user experience from warehousing to final beverage.

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Caspar David Friedrich, Wanderer above the Sea of Fog, 1818



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# REAL INGREDIENTS

Why we out-cut the competition:

- ✓ THE FINEST DUTCHED COCOAS
- ✓ REAL NATURAL COCOA BUTTER
- ✓ PREMIUM FRENCH VANILLAS
- ✓ 'SINGLE ORIGIN' WISCONSIN DAIRY
- ✓ REAL CANE SUGAR
- ✓ ALL NATURAL FLAVORS

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# ‘DUTCHED COCOA’



## PAIRING CHOCOLATE AND ESPRESSO

Over a century ago Coenraad J. van Houten invented the Dutch cocoa process and revolutionized chocolate forever. ‘Dutched cocoa’ is a superior cocoa to pair with specialty coffee and tea beverages because of a process of alkalization which creates neutral pH - allowing for an indulgent mocha with rich cocoa flavor and the signature top notes of espresso. This is why Hollander pairs well with (never masks) fine espresso and teas.

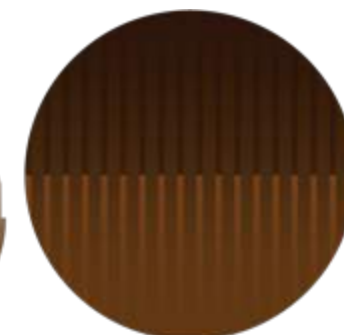
## COMPLEMENTARY FLAVOR SPECTRUM



ESPRESSO



DUTCHED COCOA



FINISHED MOCHA



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# FORM & FUNCTION

- ✓ **SUPER FINE COCOA PARTICULATES**  
We take Van Houten's innovation a step further and grind our cocoa to a fine consistency beyond textural impurities - never clumpy or chalky, it melts in your mouth.
- ✓ **THINNER SAUCES FOR EASIER BLENDING**  
Hollander Sauces have a silkier consistency thanks to innovative manufacturing practices. Our sauces maintain a workable consistency to the last pump.
- ✓ **NEUTRAL pH COCOAS FOR PAIRING**  
Hollander Cocos are alkalized for a neutral pH, allowing the Barista to show off a signature espresso, tea, or added flavor.
- ✓ **NATURAL COCOA BUTTER FOR PAIRING**  
With a similar effect as Dutched cocoa, natural cocoa butter lends a rich base note that allows espresso, teas, and added flavors to shine. Thanks to a proprietary method natural cocoa butter is even found in our white chocolate powders.
- ✓ **COLOR CODED SKU'S**  
Easy to identify color coded products. Black Label Café Sauces, Red Label Café Powders, Blue Label Frappé Powders.

<< Learn about more unique features in the café offerings section >>

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# MADE HERE



## MADE IN AMERICA

Hollander Chocolate is made with the finest Dutch, European, and Tropic ingredients, but manufactured in the USA.



## WISCONSIN, USA

Hollander Chocolate, Inc. USA Headquarters is based in Fox Point Wisconsin, with all products manufactured and warehoused nearby, ensuring fast order fulfillment and quality control at every step of the process.

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BRAND ADVANTAGES

# OUR VALUES

SOCIAL:



HEALTH:



FLAVOR FIRST:

As a *flavor first* company, our goal is to have the best tasting café products on the market. Many of our products are entirely or in part made with Organic, natural, and GMO-Free ingredients - except for cases in which these ingredients diminish flavor quality, safety or functionality of our products.

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F U L L L I N E

# CAFÉ OFFERINGS

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# BLACK LABEL

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# DUTCH CHOCOLATE SAUCE



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# DUTCH CHOCOLATE SAUCE



## 64 fl. Oz. Café Bottle

*For Everyday Café Use*

6 Bottles/Case (BPA-FREE Bottles)

**REAL INGREDIENTS, BETTER FLAVOR**

Highest Quality Dutched Cocoas, Natural Vanilla, and Natural Cane Sugar.

**BLENDS EASILY**

Hollander Sauces have a silkier consistency thanks to innovative manufacturing practices. Our sauces maintain a workable consistency to the last pump. Can easily be shaken into cold drinks.

**MADE WITH GMO-FREE INGREDIENTS**

cRc KOSHER CERTIFIED • TRANS-FAT FREE • MADE IN USA

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# DUTCH CHOCOLATE SAUCE



## 14 fl. Oz. Squeeze Bottle

*For Scaping and Drizzling*

8 Squeeze Bottles/Case (BPA-FREE Bottles)

**REAL INGREDIENTS, BETTER FLAVOR**

Highest Quality Dutched Cocoas, Natural Vanilla, and Natural Cane Sugar.

**BLENDS EASILY**

Hollander Sauces have a silkier consistency thanks to innovative manufacturing practices. Our sauces maintain a workable consistency to the last pump. Can easily be shaken into cold drinks.

**MADE WITH GMO-FREE INGREDIENTS**

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# DUTCH CHOCOLATE SAUCE



## 1.5 fl. Oz. Single Serve

*For One 12 fl. Oz. Mocha*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

REAL INGREDIENTS, BETTER FLAVOR

Highest Quality Dutched Cocoas, Natural Vanilla, and Natural Cane Sugar.

BLENDS EASILY

Hollander Sauces have a silkier consistency thanks to innovative manufacturing practices. Our sauces maintain a workable consistency to the last pump. Can easily be shaken into cold drinks.

MADE WITH GMO FREE INGREDIENTS

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# WHITE CHOCOLATE SAUCE



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# WHITE CHOCOLATE SAUCE



## 64 fl. Oz. Café Bottle

*For Everyday Café Use*

6 Bottles/Case (BPA-FREE Bottles)

### REAL WHITE CHOCOLATE FLAVOR

Made with real Natural Cocoa Butter, Wisconsin Dairy, Natural Vanilla, and Natural Cane Sugar.

### SMOOTH CONSISTENCY

Hollander Sauces have a silkier consistency thanks to innovative manufacturing practices. Our sauces maintain a workable consistency to the last pump. Can easily be shaken into cold drinks.

### MADE WITH GMO FREE INGREDIENTS

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# WHITE CHOCOLATE SAUCE



## 14 fl. Oz. Squeeze Bottle

*For Scaping and Drizzling*

8 Squeeze Bottles/Case (BPA-FREE Bottles)

### REAL WHITE CHOCOLATE FLAVOR

Made with real Natural Cocoa Butter, Wisconsin Dairy, Natural Vanilla, and Natural Cane Sugar.

### SMOOTH CONSISTENCY

Hollander Sauces have a silkier consistency thanks to innovative manufacturing practices. Our sauces maintain a workable consistency to the last pump. Can easily be shaken into cold drinks.

### MADE WITH GMO FREE INGREDIENTS

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# WHITE CHOCOLATE SAUCE



## 1.5 fl. Oz. Single Serve

*For One 12 fl. Oz. White Chocolate Mocha*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

REAL WHITE CHOCOLATE FLAVOR

Made with real Natural Cocoa Butter, Wisconsin Dairy, Natural Vanilla, and Natural Cane Sugar.

SMOOTH CONSISTENCY

Hollander Sauces have a silkier consistency thanks to innovative manufacturing practices. Our sauces maintain a workable consistency to the last pump. Can easily be shaken into cold drinks.

MADE WITH GMO FREE INGREDIENTS

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# CARAMEL SAUCE



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# CARAMEL SAUCE



## 64 fl. Oz. Café Bottle

*For Everyday Café Use*

6 Bottles/Case (BPA-FREE Bottles)

**RICH CARAMEL FLAVOR**

Made slowly with Wisconsin Dairy and Natural Cane Sugar.

**NO ARTIFICIAL FLAVORS OR COLORS**

**MADE WITH GMO FREE INGREDIENTS**

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# CARAMEL SAUCE



## 14 fl. Oz. Squeeze Bottle

*For Scaping and Drizzling*

8 Squeeze Bottles/Case (BPA-FREE Bottles)

**RICH CARAMEL FLAVOR**

Made slowly with Wisconsin Dairy and Natural Cane Sugar.

**NO ARTIFICIAL FLAVORS OR COLORS**

**MADE WITH GMO FREE INGREDIENTS**

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# CARAMEL SAUCE



## 1.5 fl. Oz. Single Serve

*For One 12 fl. Oz. Caramel Latte*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

RICH CARAMEL FLAVOR

Made slowly with Wisconsin Dairy and Natural Cane Sugar.

NO ARTIFICIAL FLAVORS OR COLORS

MADE WITH GMO FREE INGREDIENTS

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# SAUCE ACCESSORIES

1 Tbsp. / 0.5 fl. Oz. Pumps



3 Tier Metal Sauce Racks



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CAFÉ POWDERS  
RED LABEL

CAFÉ POWDERS



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RED LABEL CAFÉ POWDERS

# DUTCHED CHOCOLATE POWDER



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RED LABEL CAFÉ POWDERS

# DUTCHED CHOCOLATE POWDER



## 25 lb. Easy I.D. Box

*For warehousing*

25 lbs. – 10 x 2.5lb BAGS

For stacking and shipping without additional outer cases.

EASY I.D. BOX FOR EASY LOCATING

HEAVY DUTY CORRUGATE

For stacking and shipping without additional outer cases.

**ALL LABELS COLOR CODED**

Product Color and Category Color

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# DUTCHED CHOCOLATE POWDER



## 2.5 lb. Bag

*For Everyday Café Use*

### SMALLER BAGS FOR LESS MESS

No more big bag-in-a-box that makes a mess in the storage area.

### THE BEST INGREDIENTS, BETTER FLAVOR

Highest Quality Dutched Cocoas, Natural Vanilla, and Natural Cane Sugar.

### NO ARTIFICIAL FLAVORS OR HFCS

### GMO-FREE

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# DUTCHED CHOCOLATE POWDER



## 30g/3 Tbsp. Single Serve

*For One 12 fl. Oz. Mocha*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

THE BEST INGREDIENTS, BETTER FLAVOR  
Highest Quality Dutched Cocoas, Natural Vanilla, and Natural Cane Sugar.

NO ARTIFICIAL FLAVORS OR HFCS

**GMO-FREE**

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RED LABEL CAFÉ POWDERS

# WHITE CHOCOLATE POWDER



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# WHITE CHOCOLATE POWDER



## 25 lb. Easy I.D. Box

*For warehousing*

25 lbs. – 10 x 2.5lb BAGS

For stacking and shipping without additional outer cases.

EASY I.D. BOX FOR EASY LOCATING

HEAVY DUTY CORRUGATE

For stacking and shipping without additional outer cases.

**ALL LABELS COLOR CODED**

Product Color and **Category Color**

MADE IN USA

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R E D   L A B E L   C A F É   P O W D E R S

# WHITE CHOCOLATE POWDER



## 2.5 lb. Bag

*For Everyday Café Use*

### SMALLER BAGS FOR LESS MESS

No more big bag-in-a-box that makes a mess in the storage area.

### REAL COCOA BUTTER FOR REAL FLAVOR

Thanks to a proprietary method our White Chocolate Powder is made with REAL Cocoa Butter, Natural Vanilla, and Natural Cane Sugar round out the decadent white chocolate flavor.

### NO HIGH FRUCTOSE CORN SYRUP

ORTHODOX UNION KOSHER CERTIFIED • TRANS-FAT FREE • MADE IN USA

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R E D   L A B E L   C A F É   P O W D E R S

# WHITE CHOCOLATE POWDER



## 30g/3 Tbsp. Single Serve

*For One 12 fl. Oz. White Chocolate Mocha*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

REAL COCOA BUTTER FOR REAL FLAVOR

Thanks to a proprietary method our White Chocolate Powder is made with REAL Cocoa Butter, Natural Vanilla, and Natural Cane Sugar round out the decadent white chocolate flavor.

NO HIGH FRUCTOSE CORN SYRUP

ORTHODOX UNION KOSHER CERTIFIED • TRANS-FAT FREE • MADE IN USA

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RED LABEL CAFÉ POWDERS

# PREMIUM DUTCHED HOT COCOA



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# PREMIUM DUTCHED HOT COCOA



## 25 lb. Easy I.D. Box

*For warehousing and shipping*

25 lbs. – 10 x 2.5lb BAGS

EASY I.D. BOX FOR EASY LOCATING

HEAVY DUTY CORRUGATE

For stacking and shipping without additional outer cases.

ALL LABELS **COLOR CODED**

Product Color and Category Color

MADE IN USA

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# PREMIUM DUTCHED HOT COCOA



## 2.5 lb. Bag

*For Everyday Café Use*

WATER SOLUBLE

PERFECT FOR HOT AND FROZEN HOT COCOAS

SMALLER BAGS FOR LESS MESS

No more big 25 lb. bag-in-a-box that makes a mess in the storage area.

NOSTALGIC FLAVOR WITH PREMIUM INGREDIENTS

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# PREMIUM DUTCHED HOT COCOA



## 45g/1/4 Cup Single Serve

*For One 12 fl. Oz. Hot or Frozen Hot Cocoa*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

WATER SOLUBLE

PERFECT FOR HOT AND FROZEN HOT COCOAS

NOSTALGIC FLAVOR WITH PREMIUM INGREDIENTS

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RED LABEL CAFÉ POWDERS

# Masterpiece Base™



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# Masterpiece Base™



## 15 lb. Easy I.D. Box

*For warehousing and shipping*

15 lbs. – 10 x 1.5lb BAGS

For stacking and shipping without additional outer cases.

EASY I.D. BOX FOR EASY LOCATING

HEAVY DUTY CORRUGATE

For stacking and shipping without additional outer cases.

**ALL LABELS COLOR CODED**

Product Color and **Category Color**

MADE IN USA

HOLLANDER CHOCOLATE CO.



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# Masterpiece Base™



## 1.5 lb. Bag

*For Everyday Café Use*

**78% CACAO: LOW SUGAR HIGH CACAO**

Highest Quality Dutched Cocoas, Natural Vanilla, and just a touch of Natural Cane Sugar.

IDEAL FOR MIXING WITH FLAVORED SYRUPS

APPEALS TO NON-TRADITIONAL MOCHA DRINKERS

NO ARTIFICIAL FLAVORS OR HFCS

**GMO-FREE**

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R E D   L A B E L   C A F É   P O W D E R S

# Masterpiece Base™



## 22g/3 Tbsp. Single Serve

*For One 12 fl. Oz. Dark Mocha*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

78% CACAO: LOW SUGAR HIGH CACAO

IDEAL FOR MIXING WITH FLAVORED SYRUPS

APPEALS TO NON-TRADITIONAL MOCHA DRINKERS

NO ARTIFICIAL FLAVORS OR HFCS

GMO FREE

ORTHODOX UNION KOSHER CERTIFIED • TRANS-FAT FREE • MADE IN USA

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RED LABEL CAFÉ POWDERS

# Masterpiece Base™



## MOCHA MENU

**78% CACAO**  
**EXTRA DARK MOCHA**  
 A blend of premium, high cacao, Dutched cocoas with espresso. Extra dark cacao flavor for an advanced mocha drinker.

**60% CACAO**  
**DARK MOCHA**  
 Classic dark chocolate flavor from premium Dutched cocoas with espresso and milk. Lightly sweetened with pure cane sugar.

**52% CACAO**  
**DOUBLE DUTCH MOCHA**  
 The perfect balance of dark and sweet cocoas with espresso and milk for a rich mouthfeel and notable cacao flavor.

**44% CACAO**  
**VELVET MOCHA**  
 Slightly darker than a traditional mocha. This elevated classic is made with sweet premium cocoas, espresso, and a touch of dark cocoa.

**CLASSIC**  
**DUTCH MOCHA**  
 The original café champion. Sweet, smooth milk chocolate flavors work in harmony with espresso, fresh milk, and cane sugar.



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Hollander Chocolate is created for craft beverages from Holland's finest Dutched cocoas and quality ingredients.

Our drive to elevate classic cocoa recipes for the modern café is guided by tradition, innovation, and creativity in the spirit of the pioneering Dutch masters.



Hollander Masterpiece Base™ 78% Cacao Extra Dark Cocoa Powder is crafted to inspire baristas in high-end cafés. With a blend of Holland's finest Dutched cocoas, natural vanilla, and a touch of cane sugar, Masterpiece Base™ is a versatile and easy way to showcase high-quality cocoa flavor in a variety of signature beverages.

HOLLANDER CHOCOLATE, INC.  
 FOX POINT, WISCONSIN 53121, USA  
 HELLO@HOLLANDERCHOCOLATE.COM  
 WWW.HOLLANDERCHOCOLATE.COM

FOR NUTRITIONAL INFO CALL:  
 1-800-487-7142



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CAFÉ LOGO HERE

## MOCHA MENU

**78% CACAO**  
**EXTRA DARK MOCHA**  
 A blend of premium, high cacao, Dutched cocoas with espresso. Extra dark cacao flavor for an advanced mocha drinker.

**60% CACAO**  
**DARK MOCHA**  
 Classic dark chocolate flavor from premium Dutched cocoas with espresso and milk. Lightly sweetened with pure cane sugar.

**52% CACAO**  
**DOUBLE DUTCH MOCHA**  
 The perfect balance of dark and sweet cocoas with espresso and milk for a rich mouthfeel and notable cacao flavor.

**44% CACAO**  
**VELVET MOCHA**  
 Slightly darker than a traditional mocha. This elevated classic is made with sweet premium cocoas, espresso, and a touch of dark cocoa.

**CLASSIC**  
**DUTCH MOCHA**  
 The original café champion. Sweet, smooth and milk chocolate flavors work in harmony with espresso, fresh milk, and cane sugar.



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## MOCHA MENU PROGRAM

Thanks for choosing Hollander Chocolate and the Masterpiece Base™ Mocha Menu.

To receive your branded café Mocha Menus:

1. Write us at hello@hollanderchocolate.com.
2. Choose from our two menu styles.
3. Send us print resolution (hi-res) logo.

Once we have your details, the menus will be in the mail within seven business days.

## MOCHA RECIPES

**78% CACAO - EXTRA DARK MOCHA**  
**12oz:** 3 Tbsp Masterpiece Base™ Powder  
 2 shots espresso, 10-12oz steamed milk

**60% CACAO - DARK MOCHA**  
**12oz:** 2 Tbsp Masterpiece Base™ Powder  
 1 Tbsp Sweetground Cocoa Powder  
 2 shots espresso, 10-12oz steamed milk

**52% CACAO - DOUBLE DUTCH MOCHA**  
**12oz:** 1.5 Tbsp Masterpiece Base™ Powder  
 1.5 Tbsp Sweetground Cocoa Powder  
 2 shots espresso, 10-12oz steamed milk

**44% CACAO - VELVET MOCHA**  
**12oz:** 1 Tbsp Masterpiece Base™ Powder  
 2 Tbsp Sweetground Cocoa Powder  
 2 shots espresso, 10-12oz steamed milk

**CLASSIC - DUTCH MOCHA**  
**12oz:** 3 Tbsp Sweetground Cocoa Powder  
 2 shots espresso, 10-12oz steamed milk

**DIRECTIONS:**  
 Combine cocoa powders with cold milk in a carafe and steam to temperature. Pour the mixture over fresh espresso and serve.

**MASTER RECIPE:**  
 1 Tbsp powder to 4 fl oz of finished mocha.



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F R A P P É   P O W D E R S

F R A P P É   P O W D E R S  
BLUE LABEL



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BLUE LABEL FRAPPÉ POWDERS

# CHOCOLATE FRAPPÉ



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B L U E   L A B E L   F R A P P É   P O W D E R S

# CHOCOLATE FRAPPÉ



## 25 lb. Easy I.D. Box

*For warehousing*

25 lbs. – 10 x 2.5lb BAGS

For stacking and shipping without additional outer cases.

EASY I.D. BOX FOR EASY LOCATING

HEAVY DUTY CORRUGATE

For stacking and shipping without additional outer cases.

**ALL LABELS COLOR CODED**

Product Color and Category Color

MADE IN USA

HOLLANDER CHOCOLATE CO.



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B L U E   L A B E L   F R A P P É   P O W D E R S

# CHOCOLATE FRAPPÉ



## 2.5 lb. Bag

*For Everyday Café Use*

BLEND WITH WATER, MILKS, JUICES, ETC.

SMALLER BAGS FOR LESS MESS

No more big bag-in-a-box that makes a mess in the storage area.

RICH COCOA FLAVOR WHEN COLD

Created with the Highest Quality Dutched Cocoas, Natural Vanilla, and Natural Cane Sugar to maintain rich flavor even at cold temperatures.

ORTHODOX UNION KOSHER CERTIFIED • TRANS-FAT FREE • MADE IN USA

HOLLANDER CHOCOLATE CO.



CREATED FOR CRAFT BEVERAGE™

B L U E   L A B E L   F R A P P É   P O W D E R S

# CHOCOLATE FRAPPÉ



## 45g/1/4 Cup Single Serve

*For One 12 fl. Oz. Chocolate Frappé*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

BLEND WITH WATER, MILKS, JUICES, ETC.

RICH COCOA FLAVOR WHEN COLD

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B L U E   L A B E L   F R A P P É   P O W D E R S

# WHITE CHOCOLATE FRAPPÉ



HOLLANDER CHOCOLATE CO.



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B L U E   L A B E L   F R A P P É   P O W D E R S

# WHITE CHOCOLATE FRAPPÉ



## 25 lb. Easy I.D. Box

*For warehousing*

25 lbs. – 10 x 2.5lb BAGS

For stacking and shipping without additional outer cases.

EASY I.D. BOX FOR EASY LOCATING

HEAVY DUTY CORRUGATE

For stacking and shipping without additional outer cases.

**ALL LABELS COLOR CODED**

Product Color and **Category Color**

MADE IN USA

HOLLANDER CHOCOLATE CO.



CREATED FOR CRAFT BEVERAGE™

B L U E   L A B E L   F R A P P É   P O W D E R S

# WHITE CHOCOLATE FRAPPÉ



## 2.5 lb. Bag

*For Everyday Café Use*

BLEND WITH WATER, MILKS, JUICES, ETC.

GREAT CREAMY BASE FOR BLENDED DRINKS

SMALLER BAGS FOR LESS MESS

No more big bag-in-a-box that makes a mess in the storage area.

RICH WHITE CHOCOLATE FLAVOR WHEN COLD

Created with with REAL Cocoa Butter, Natural Vanilla, and Natural Cane Sugar to maintain rich flavor even at cold temperatures.

ORTHODOX UNION KOSHER CERTIFIED • TRANS-FAT FREE • MADE IN USA

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B L U E   L A B E L   F R A P P É   P O W D E R S

# WHITE CHOCOLATE FRAPPÉ



## 45g/1/4 Cup Single Serve

*For One 12 fl. Oz. White Chocolate Frappé*

GREAT FOR SAMPLING, UP-SALES, AND GIFT BASKETS

BLEND WITH WATER, MILKS, JUICES, ETC.

GREAT CREAMY BASE FOR BLENDED DRINKS

RICH WHITE CHOCOLATE FLAVOR WHEN COLD

Created with with REAL Cocoa Butter, Natural Vanilla, and Natural Cane Sugar to maintain rich flavor even at cold temperatures.

ORTHODOX UNION KOSHER CERTIFIED • TRANS-FAT FREE • MADE IN USA

HOLLANDER CHOCOLATE CO.



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S A L E S   &   M A R K E T I N G

# DRIVING BUSINESS

HOLLANDER CHOCOLATE CO.

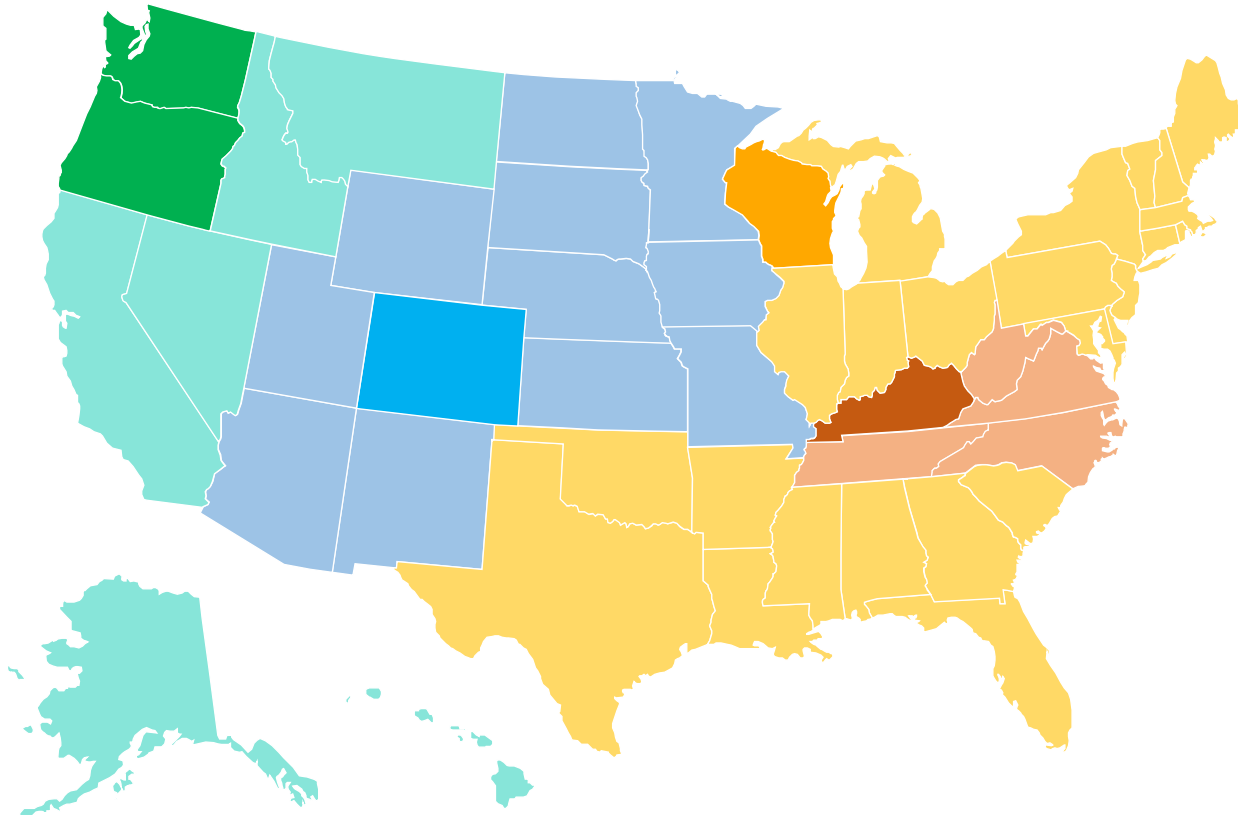


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DRIVING BUSINESS

# CAFÉ SALES SUPPORT TEAM



- ✓ **NATIONAL SALES MANAGERS**  
Regional Eastern and Western Sales Managers dedicated to driving business through distributor partners.
- ✓ **NATIONAL MARKETING COVERAGE**  
Aggressive sampling programs, product training, custom recipes + menu boards, and marketing assets.
- ✓ **DEDICATED MARKET DEVELOPER**  
Dedicated individual who focuses solely on building café business through lead follow up and cold calling.
- ✓ **FULL TIME SAMPLING STAFF**  
Our full time sample staff ensures that sample requests are delivered quickly and looking good.
- ✓ **LOGISTICS TEAM**  
Fast re-orders and delivery scheduling to make sure your customers always have the product they need behind the bar.

HOLLANDER CHOCOLATE CO.



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# RECIPE DEVELOPMENT

The Hollander Chocolate Recipe Collection consists of hundreds of unique and easy to follow recipes. Custom signature beverage recipes and schedules are also available to Hollander customers.

<b>MENU CATEGORY</b> BLENDED BEVERAGE	<b>DRINK/CREATION</b> DUTCH MOCHA MALT
<b>SEASON</b> SPRING/SUMMER	<b>DESCRIPTION</b> Classic American malt made with fine Dutched cocoa.
<b>REGION &amp; OCCASION</b> CLASSIC AMERICANA	<b>INGREDIENTS NEEDED</b> Hollander Chocolate Frappe Powder, milk, malt powder or malted milk powder. Optional: whipped cream and chocolate sauce
<b>EQUIPMENT NEEDED</b> Blender Measuring Cup 1 Tbsp. Spoon Bar Spoon	<b>RECIPE &amp; DIRECTION:</b>  <div> <b>12oz Beverage:</b>            ½ Cup Frappe Powder            1 Cup Ice            ½ Cup whole milk            1 Tbsp. Malt Powder            1-2 (1-2oz) shots espresso         </div> <div> <b>16oz Beverage:</b>            1/3 Cup Frappe Powder            1 ½ Cups Ice            ¾ Cup whole milk            1.5 Tbsp. Malt powder            2 (2oz) shots espresso         </div> I. Combine frappe powder, ice, cold milk, and malt powder, and espresso in a blender. II. Blend until smooth. III. Pour Hollander Chocolate Malt into a tall glass and serve. IV. (Optional) Top with whipped cream, chocolate sauce drizzle, and maraschino cherry
<b>PRODUCTS USED:</b> Hollander Chocolate Frappe Powder	

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<b>MENU CATEGORY</b> CAFÉ INNOVATIONS	<b>DRINK/CREATION</b> 60% CACAO DARK CHOCOLATE SAUCE
<b>SEASON</b> --	<b>DESCRIPTION</b> How to create a sauce made from powder with Hollander 78% Cacao Masterpiece Base and Sweet Ground Chocolate Powder. Recommended shelf life is 1-2 days refrigerated.
<b>REGION &amp; OCCASION</b> ALL	<b>INGREDIENTS NEEDED</b> Hollander 78% Cacao Masterpiece Base Extra Dark Cocoa Powder, Sweet Ground Cocoa Powder, water.
<b>EQUIPMENT NEEDED</b> Large mixing bowl or tub Large whisk Measuring cup Funnel Ladle Large squeeze bottle or preferred storage and service vessel.	<b>RECIPE &amp; DIRECTION: 16 FL OZ BEVERAGE</b>  <b>GENERAL RECIPE:</b> 1 (8 fl oz) cup warm water to 1 lb powder.  <b>Recipe using 3 lbs Powder:</b>  I. Pour 1 lbs (5 cups) Sweet Ground Chocolate Powder into the mixing bowl II. Pour 2 lbs (10 cups) 78% Cacao Masterpiece Base Cocoa Powder into the mixing bowl III. Slowly pour 3 cups (24 fl oz) warm water into the bowl while stirring with the large whisk. IV. Stir until mixture looks smooth and lump free.  V. Using funnel and ladle pour mixture into a sanitized squeeze bottle. VI. Keep mixture in the refrigerator for 1-2 days. Keeping the mixture longer is not advisable and at your own risk and discretion.  • Pro tip: Place large mixing bowl on top of a bar towel to minimize bowl movement/spinning while stirring.
<b>PRODUCTS USED:</b> Hollander 78% Cacao Masterpiece Base Cocoa Powder Hollander Sweet Ground Chocolate Powder	

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# RECIPES: STAYING RELEVANT

The Hollander Chocolate Recipe Collection is designed to supplement SKU sales with seasonably relevant, regionally appropriate, and on trend signatures beverages year round.

\*EXAMPLE SPECIALTY BEVERAGE MENU CALENDAR

DUTCH CHOCOLATE SAUCE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
60% CACAO MOCHA												
ROSE MOCHA												
COLD BREW MOCHA SHAKER												
CAMPFIRE S'MORES MOCHA												
STROOPWAFEL MOCHA												

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DRIVING BUSINESS

# SAMPLE AMERICA

## 13,000 INDEPENDENT COFFEE SHOPS

Hollander Chocolate has a database of all 13,000 independent coffee shops and cafés in the US.

## SAMPLE THEM ALL

Using our single serve packets, we sample each region with seasonably and demographically relevant flavors using direct mailers.

## CO-BRAND WITH DISTRIBUTORS

Our direct mailers contain samples, brand info, and often a 'Pro-Deal' special to drive business. We co-brand with local distribution for easy order fulfillment.

## INTRODUCE NEW BUSINESS

Our program touches every coffee shop in each region, often introducing NEW customers to distributors.

## NO LEAD LEFT BEHIND

Our Market Development, Sales, and Marketing staff work hand in hand with distributor sales team members to follow up on every sample sent. With email outreach, phone calls, and good old fashioned face time with potential customers there is no lead left behind.

HOLLANDER CHOCOLATE CO.



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N E X T   S T E P S

# GET IN TOUCH

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Thank you for your interest in Hollander Chocolate, we hope you learned why Hollander is a great brand to partner with. If you have any questions please contact us anytime. Free samples and recipes are available for all new and existing customers.

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USA

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