

ESTABLISHED 1915



HAIGH'S

∞ CHOCOLATES ∞



A FOURTH GENERATION
FAMILY OWNED COMPANY,
ESTABLISHED IN 1915.

OUR HISTORY

It was 1st May 1915, when Alfred E Haigh opened the doors of the very first Haigh's Chocolates store at number 34 King William Street, Adelaide. Alfred began adding his own flavour to the industry and in 1917 he started producing chocolate-covered fruit centres, which we still make today.

Business was booming and it was time to expand. In 1919 Alfred bought land behind the family home at Parkside South Australia where he built a small factory, now the Visitors Centre. In 1922, he moved shops to the Beehive Corner – still our Adelaide flagship store. Sadly, in 1933, Alfred passed away suddenly. His son Claude took over the running of the business, which had by then grown to six stores.



Alfred Haigh



Claude Haigh

Alfred's grandson, John Haigh, joined the business in 1946 with a vision to take Haigh's chocolate making to new heights. He trained in Switzerland with Lindt and Sprungli and visited the United States to look at production, shop styles and marketing. John revolutionised the way we manufactured our chocolate and in 1959 became Managing Director.

Business continued to grow and John looked for other opportunities to expand. In 1965 Haigh's opened the first store outside South Australia, in Collins Street Melbourne, where Haigh's chocolates proved to be just as popular.

At Haigh's we're very proud to be the oldest family-owned chocolate manufacturing retailer in Australia. Today the company is run by fourth generation Haighs, Alister and Simon, who started in the 1970s and had to work their way through all areas of the company. They've been joint Managing Directors since 1990 and John Haigh is now Chairman of the Board.

HAIGH'S CHOCOLATES



Simon Haigh

Alister Haigh

John Haigh



It's been almost a century since we first opened our doors and our traditions, quality and passion for chocolate making continues. Today Haigh's employs over 300 people including our factory teams, administration, and retail staff in our 12 stores.

Some things have changed, yet many remain the same. We still use only the very best and freshest ingredients. And we're one of the very few chocolate manufacturing-retailers in the world who still source and manufacture from the raw cocoa bean.

At Haigh's, our cooking processes are unique with our factory teams using their meticulous artisan skills to create our products. Many of our chocolates continue to be hand-made and are still hand-wrapped.

The customer experience

Our aim is to make sure that the Haigh's customer experience is one of quality. Visit any one of our stores, and you'll find that chocolate tasting, gift wrapping and personalised attention is part of the service.



Today Haigh's has 12 stores. We have 6 stores in Adelaide including the historic Beehive Corner, 5 in Melbourne including a store within the historic Block Arcade and one in the Strand Arcade in Sydney.



We are in the process of expanding and renovating our retail stores and are upgrading and refurbishing our factories at Mile End and Parkside in South Australia.

Parkside, just outside the city centre of Adelaide, is where you'll also find our Visitors Centre. Here, we run free factory viewing tours where you can take a short first-hand look at how we make our chocolates.

Our tours are very popular with tourists, clubs and groups, and the locals as well. Come join a Haigh's tour and you'll also enjoy complimentary tea or coffee and, of course, a delicious taste of Haigh's chocolate. Bookings are always essential.



MAKING OUR CHOCOLATE

At Haigh's, we're one of only a few specialist chocolate retailers in the world making premium chocolate from the raw cocoa bean.

A quality product can only be created using the best ingredients – that's why we source the very best cocoa beans from around the world. Then, at our factory, we put them through a number of processes to turn them from cocoa bean into liquid chocolate.

The first step is the roasting. In our Sirocco roaster, the beans are carefully roasted at high temperature then it's off to the winnower. Here, the outer husk of the bean is cracked and then blown away. What were cocoa beans are now cocoa 'nibs'. In our nib mill, these are ground into a thick, dark, bitter cocoa liquor.



HAIGH'S CHOCOLATES

Now it's time for the mixing. The cocoa liquor is pressed and blended with cocoa butter, vanilla and icing sugar, as well as milk powder if we're making milk chocolate.

: We now have chocolate paste.
: This is put through the roller mill and refined into an extremely
: fine powder. This process helps
: give our chocolate that wonderful
: smoothness on the palate.



: Now for the final stage. In the
: conching machine, more cocoa
: butter is added and the chocolate
: paste is beaten. Then beaten
: some more. It's this extra time
: of mixing and beating, of aerating
: the chocolate which gives the
: flavours and texture enough
: time to fully develop. The result?
: Sweet liquid chocolate.

MAKING OUR CHOCOLATE

Our Chocolate

Now that we have our sweet liquid chocolate, the real fun begins as we use it to make our delicious products.

We're committed to keeping our traditional manufacturing methods and quality alive and one way we do this is by using batch method cooking. We produce up to 20 batches of different products each day, so we can make sure we always have the freshest products on offer for our customers.



Many of our chocolates continue to be handmade – we hand-foil Easter eggs, hand-dip our truffles and hand-mark individual loose chocolates to identify the fillings. Our chocolates are then carefully packed by hand in boxes or bags.

Over the years, our commitment to the traditional art of fine chocolate making has been recognized with a string of Championship Awards at the Royal Sydney, Melbourne and Adelaide Shows.

Every year our team of confectioners create a number of new recipes, and perhaps fine-tune some old favourites. Why? Because we want to make sure that we continue to offer our customers a diverse selection of the most delicious chocolates.

And with over 200 Haigh's Chocolates varieties to choose from, we think we've created something to tempt everyone's taste buds.

HAIGH'S CHOCOLATES



OUR PRODUCTS

Haigh's make chocolates to suit every taste and occasion for family and friends of all ages. We also have an extensive range of corporate gift ideas to choose from.

So please browse through the following pages then visit our web site www.haighschocolates.com or your nearest Haigh's Chocolates store as listed on the back page. Our helpful team will assist you in selecting the perfect gift.

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Duet Gift Box

1 Champagne Truffle and 1 Shiraz Truffle.

Quartet Gift Box

1 Champagne, 1 Rum, 1 Cointreau and 1 Shiraz Truffles in ballotin box.

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100g Premium Chocolate Tablets

Flavours available: Premium Dark, Premium Milk, Milk Peppermint, Milk Coffee, Milk Orange.

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200g White Ballotin Box

Assortments available: Dark Connoisseurs, Milk, Milk and Dark, Cream Centres, Truffles, Dark Ginger.



300g White Presentation Box

Assortments available: Dark Connoisseurs, Milk, Milk and Dark, Cream Centres, Truffles.



500g White Presentation Box

Assortments available: Dark Connoisseurs, Milk, Milk and Dark, Cream Centres, Truffles, Hard Centres.

OUR PRODUCTS



225g Australian Collection

A unique assortment of chocolates featuring Australian ingredients: Wattle Seed Crunch, Macadamia Honey Nougat, Lemon Myrtle Cream and Quandong.

250g European Collection

An inspired collection of classic chocolate centres combining traditional European recipes with our award winning chocolate using small batch artisanal production methods.

250g Original Fruits Collection

A unique dark and milk chocolate assortment of exotic fruit centres, including Haigh's Original Fruit Chocolates, made for over 90 years.



300g Chocolate Gift Boxes

Varieties available:
Fruit & Nut Mixture, Chocolate Macadamias, Aprichocs, Scorched Almonds, Berry Chocs.



8g Individual Chocolate Heart

Milk chocolate available in gold or silver foil, dark chocolate available in bronze foil.

Clear Gift Box

Containing 10 x 8g milk and dark chocolate hearts.

125g Milk Chocolate Heart Gold foiled with bow.



Milk & Dark Chocolate Squares

6g of milk or dark premium chocolate available individually, in bundles of 5 or 15 piece clear gift box.

OUR PRODUCTS



**375g Foiled Super Frog
& 125g Foiled Midi Frog**
Available in: milk chocolate,
dark chocolate, milk peppermint.

14g Frog
Available in milk chocolate,
dark chocolate, milk peppermint
and dark peppermint.



**20g Solid Milk
Chocolate Foiled
Bilbies**



Panda Range

125g Milk Chocolate Panda wrapped in foil, 6g Milk Chocolate Panda Square in gold foil with Panda wrapper, Panda Money Box Tin containing 12 Milk Chocolate Panda Squares.



125g Solid Milk Chocolate Foiled Murray Cod

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HAIGH'S

∞ CHOCOLATES ∞

SOUTH AUSTRALIA

ADELAIDE

Beehive Corner,
2 Rundle Mall
Adelaide SA 5000
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F: (08) 8231 8898
beehive@haighs.com.au

Shop 1,
Adelaide Arcade,
116 Grenfell Street
Adelaide SA 5000
T: (08) 8223 1321
F: (08) 8223 4264
adarcade@haighs.com.au

Shop 17,
Central Market Arcade,
Victoria Square
Adelaide SA 5000
T: (08) 8212 2511
F: (08) 8212 7051
vicsquare@haighs.com.au

PARKSIDE

Visitors Centre
154 Greenhill Road
Parkside SA 5063
T: (08) 8372 7070
Tours: (08) 8372 7077
F: (08) 8372 7083
viscentre@haighs.com.au

GLENELG

87B Jetty Road
Glenelg SA 5045
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F: (08) 8295 4481
glenelg@haighs.com.au

GOLDEN GROVE

Shop 24,
Golden Grove Village
Shopping Centre,
Cnr Golden & Grove
Ways
Golden Grove SA 5125
T: (08) 8288 8400
F: (08) 8288 8411
ggrove@haighs.com.au

VICTORIA

MELBOURNE

Shops 7 - 8,
The Block Arcade,
282 Collins Street
Melbourne VIC 3000
T: (03) 9654 7673
F: (03) 9662 4244
block@haighs.com.au

Farrer House
26 Collins Street
Melbourne VIC 3000
T: (03) 9650 2114
F: (03) 9654 7066
collins@haighs.com.au

Shop 6,

191 Swanston Walk
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swanston@haighs.com.au

TOORAK

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Toorak VIC 3142
T: (03) 9827 8713
F: (03) 9827 8089
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HAWTHORN

715 Glenferrie Road
Hawthorn VIC 3122
T: (03) 9819 5000
F: (03) 9819 5168
hawthorn@haighs.com.au

NEW SOUTH WALES

SYDNEY

Shop 1,
The Strand Arcade,
412 - 414 George Street
Sydney NSW 2000
T: (02) 9221 6999
F: (02) 9221 8922
strand@haighs.com.au

HEAD OFFICE

153 Greenhill Road, Parkside, SA, 5063 PO Box 1205, Unley BC, SA, 5061
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Call toll free 1800 819 757 or visit our website www.haighschocolates.com
Packaging is available while stocks last.

We reserve the right to supply similar packaging and/or product.

Haigh's Cooler Bag

Insulated bag for shopping
convenience.



Haigh's Tote Bag