

ESTABLISHED 1915



HAIGH'S
∞ CHOCOLATES ∞

It starts with
THE BEAN





At Haigh's, we're proud to be one of the very few chocolate makers in the world that still has complete control of all stages of the chocolate manufacturing process. We start by sourcing the raw cocoa bean and continue through every step of the production process right through to the end product you see on the shelf, in our own stores.

Having complete control means we can continue to develop our own unique blends of premium chocolate with that distinctive Haigh's aroma, texture and flavour.

It's the best way—the only way—to make sure we provide our customers the very best in quality, freshness and taste.

Making our own chocolate right here in Australia ensures that we retain and further develop the artisan skills needed to make award-winning chocolate.

THE BEAN

A quality product can only be created using the best ingredients. That's why we have agents who source the very best cocoa beans for us, from around the world—from plantations in Ghana, Ecuador and Papua New Guinea as well as other locations which are kept a close secret.



The cocoa tree (*theobroma cacao*) is a small evergreen tree that grows naturally under the rainforest canopy. Like wine grapes, cocoa beans have different characteristics depending on variety, area of origin and processing.

The art of turning a cocoa bean into chocolate is a very precise step-by-step process.

Roasting

First, the beans are roasted at high temperature in a revolving bean roaster. The heat changes the colour and flavour and removes moisture from the bean. But you need to be careful! Over-roasting can burn the beans, while under-roasting leaves the beans bitter with an undeveloped flavour.

Winnowing

The winnower is a huge wooden structure with a series of blowpipes attached—a bit like a church organ. Here, the beans are cracked and the outer husk blown away. Cocoa beans have now become cocoa 'nibs' which have the full, chocolate flavour, unsweetened.



Grinding

Next is the nib mill which grinds the beans into a thick cocoa liquor. Warm, dark and still very bitter.

Mixing

Then in the melangeur (French for 'to mix'), the cocoa liquor is pressed and blended with extra cocoa butter, vanilla and icing sugar. And if we're making milk chocolate, we also blend in milk powder at this stage.

Milling

The roller mill then refines the chocolate paste to an extremely fine powder. This critical stage helps achieve the correct smoothness of the chocolate on the palate.

Conching

In the conching machine, extra cocoa butter is added and the chocolate paste is then beaten in what is the final stage. It's this extra time of mixing and beating, of aerating the chocolate, that gives the flavours and texture enough time to really develop to perfection.



This is 'make or break' time

Conching is the stage where many chocolate makers scrimp—because, after all, time is money. But here at Haigh's, we refuse to compromise on quality! Depending on the type of chocolate we're making, Haigh's chocolate is conched for up to 72 hours.

Voilà!

We have chocolate! And not just one type, but six special blends. The liquid chocolate is then stored on-site

in large holding tanks, at a molten temperature, until it's needed.

Then, it's transferred to one of our kitchens and used to make any one of our over 200 delicious products.

From us to you

Having our own retail outlets ensures that our chocolates are always fresh, and are stored and presented to perfection. We can also make sure you always receive the very best of friendly, personal service, at Haigh's.

THE ART OF TASTING CHOCOLATE

Chocolate should be shiny

Shiny means lots of cocoa butter. Dull means they used artificial fats to save money!

Chocolate should break cleanly

With a high-quality bar, you'll actually hear a 'snap'.

Chocolate should smell like chocolate

Neither too bitter nor too sweet.

Chocolate should feel cool

Again, because of the cocoa-butter. The more cocoa butter, the faster the chocolate will melt in your fingers, and the better the chocolate!

Chocolate should have full flavour

Try this—scrape the chocolate over your bottom teeth, allow the shavings to fall under your tongue and just melt in your mouth. Yum...



To find out more, visit www.haighschocolates.com