

ESTABLISHED 1915



HAIGH'S
CHOCOLATES

HAIGH'S HAPPENINGS

WINTER
2008



Cooking with Kids



WELCOME TO OUR WINTER EDITION

Hello, I'm Ben Kolly and it's my turn to welcome you to Haigh's Happenings.

Earlier this year, I moved to Adelaide to join Haigh's and already feel very much a part of the team. My role is a new one, Technical and Product Supervisor, created because of the growth of the company. I look after new products and new procedures. You could say chocolate runs through my veins – I originally come from Switzerland and I've worked with chocolate for over 20 years. On the back of this edition, you'll find one of my own recipes – I hope you enjoy it. ■

Ben Kolly
Technical and Product Supervisor

SUPER FROGS ON TAP AT HAWTHORN

This is one of our biggest suburban stores and for good reason. Conveniently located in the centre of the Glenferrie Road shopping precinct, it's close to lots of schools and colleges. The team here say they need lots of Super Frogs ready at all times... good thing they're open 7 days! ■



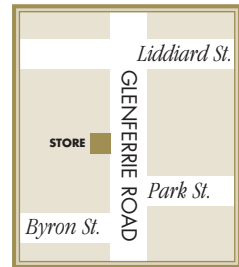
Store Manager Sylvia (right) and Front of Shop Co-ordinator Nancy.

Store Location

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

Opening Hours

Monday 9.00am – 6.00pm
Tuesday 9.00am – 6.00pm
Wednesday 9.00am – 6.00pm
Thursday 9.00am – 6.00pm
Friday 9.00am – 6.30pm
Saturday 9.00am – 5.30pm
Sunday 11.00am – 5.00pm



INTRODUCING THE 'SUGAR BOYS'

Rob and John head up our confectionery team, who cook up our fondant and fruit centres, caramels, marshmallows and nougats. Both have worked for Haigh's for over 20 years. Their official titles are Head Confectioner and New Product Development Co-ordinator but they call themselves 'Sugar Boys'.

John explains they make over 30 centres in the traditional way, using the best and most natural ingredients.

"Our job is to make sure the quality of the product is spot-on every time. We make our own fondant here – cooking it up, adding fruit pulps and all the ingredients. It's poured into moulds, allowed to set, taken out of the moulds, then coated with chocolate."

The Sugar Boys also take part in new product development, a panel that meets regularly to research, develop, test and taste-test new products.

Rob explains, "It's top secret and quite involved. We consider not just taste, but many other factors such as shelf-life and ongoing supply of raw materials." Imagine introducing a new chocolate that everyone falls in love with and then can't buy! That just can't happen.

And speaking of chocolate, John insists he has two favourites, Dark Ginger and Apricot Fruit, while Rob's favourite has remained Dark Chocolate truffle since 1984. ■



Rob and John

COOKING WITH CHOCOLATE GETS KIDS IN THE KITCHEN

School holidays can sometimes mean bored kids, but not if you're whipping up some chocolate goodies at home. With our great recipes on the back and the cooking tips below, you'll be ready for action!

Cooking with Dark

Couveture Chocolate

Haigh's cooking chocolate is known as Dark Couveture Chocolate. 'Couveture' is the French word for 'covering' or 'coating' which is what this chocolate is perfect for.

The thickness of this chocolate blend is formulated specially to melt well, flow and coat evenly, yet still hold a mark or other decoration.

It's ideal for cooking, chocolate making, cake decorating... or just eating.

Tips for melting chocolate

- Chocolate can easily burn and should never be melted over direct heat

- Melt in a double boiler – simply place a stainless steel bowl over a saucepan of simmering water
- Make sure no steam or drops of water come into



contact with the chocolate because it will harden

- Chocolate can also be melted in a gentle microwave or on a plate in a low oven

- Good chocolate that has lost its lustre by being exposed to heat can still be effectively melted and used in cooking.

You'll find more tips plus recipes from leading Australian chefs in 'The Haigh's Book of Chocolate' by Cath Kerry, available in our stores.

Our latest cooking accessories

Just arrived is a great range we've designed to help you cook with Haigh's chocolate. 100% cotton Haigh's aprons and linen tea towels – a great gift or treat. ■



YES, IT'S A CHOCOLATE MURRAY COD!

On June 2, we proudly launched a new addition to our range – the Chocolate Murray Cod. The ceremony took place at our Parkside factory, where Honorable Karlene Maywald, Minister for Water Security and Minister for the River Murray officially launched this 'new species'.

Our Chocolate Murray Cod has been made in honour of the native Murray Cod. This iconic fish of our precious River Murray is the largest freshwater fish in Australia. It can grow up to 1.8 metres long and has an estimated life

span of over 100 years! But this amazing fish is now in danger. Numbers are in great decline and it has been classified as a vulnerable species. Significant efforts are under way to restore its habitat and increase its numbers, and now we're on board as well.

With the support of SA Water, part proceeds from the sale of every Haigh's Chocolate Murray Cod will go to the Waterfind Environment Fund. This not-for-profit organization works to improve the health of Australia's river systems and support the survival of our precious native fish species.

For more information visit www.waterfind.org.au and you can catch a 125g solid milk Chocolate Murray Cod at your nearest Haigh's store for \$7.95 ■



Alister with Minister Karlene Maywald and Suzanne Keith from Waterfind

PRODUCT PROFILE

Introducing our new Macadamia Crunch Bar

Imagine a centre of crunchy roasted macadamia with coconut butter toffee, coated generously in Haigh's premium milk chocolate. Yum!

Our new Macadamia Crunch Bar is made with the finest ingredients including freshly roasted macadamias direct from the grower. Fresh from plantations in the hinterland of northern NSW, these nuts are harvested, roasted, then sent directly to us.

Macadamia Crunch Bar is a delicious new addition to our range of bars, so make sure you try one next time you visit.

\$2.00 each or \$7.80 for a pack of 4

But wait, there's more! At Haigh's we have an entire range of delicious macadamia products for you to choose from –

Macadamia Crunch Bar
Milk Chocolate Macadamias
Dark Chocolate Macadamias
Macadamia Toffee Brittle
Macadamia Nougat

Milk Macadamia Honey Nougat
Dark Macadamia Honey Nougat
Wow! So which one do you choose?

Why not try them all... ■



COOKS CORNER

Chocolate & Cherry Cake

Serves 8 to 10

This recipe was developed by our Technical Product Supervisor Ben Kolly. A delicious chocolate cake that is rich, moist and gluten free!

Ingredients

100g quick-cook polenta
320g Haigh's dark chocolate couverture, broken into squares
8 eggs, separated
280g, caster sugar
225g, ground almonds
Finely grated rind of 1 orange
190g, glace cherries, cut in quarters
Icing sugar for dusting

Method

1. Place the polenta in a heatproof bowl and pour over just enough boiling water to cover, about 160ml cup.

Stir well, then cover the bowl and leave to stand for about 30minutes, until polenta has absorbed all the excess of moisture.

2. Preheat the oven to 190°. Grease a deep 22cm in round cake tin and line the base with non-stick baking paper. Melt the chocolate in a heatproof bowl over hot water.

3. Whisk the egg yolks with the sugar in a bowl until thick and pale. Beat in the melted chocolate, then fold in the polenta, ground almonds, orange rind and cherries.

4. In a separate clean bowl, whisk the egg whites until stiff. Stir a small amount of the whites into chocolate mixture, then fold in the rest.

5. Scrape the mixture into prepared tin and bake for 45-55 minutes or until well risen and firm to touch. Cool on a rack. Dust with icing sugar to serve. ■



INTRODUCING OUR LATEST RECIPE CARDS

Yes, it's recipe time again, so when you next visit one of our stores, make sure you pick up the latest two additions for your recipe card collection.

These two recipes have been developed exclusively for Haigh's Chocolates by Simon Bryant, Executive Chef of the Hilton Adelaide.

The first recipe is for Chocolate Honeycomb Muffins, a wickedly delicious combination of honeycomb plus milk and dark chocolate that's sure to have you making another batch as soon as you try them.

The second recipe is guaranteed to have the kids helping out in the kitchen. Haigh's Chocolate Chip Cookies will be a huge favourite with the whole family and they're easy to make, too.

Three more delicious recipes will be out later this year and don't forget we also have a recipe card folder to keep your collection safe and clean. They're also available at your nearest Haigh's store. ■

Visit us anytime at
www.haighschocolates.com

HAIGH'S CHOCOLATES STORES

SOUTH AUSTRALIA

ADELAIDE

Beehive Corner,
2 Rundle Mall
Adelaide SA 5000
Tel: (08) 8231 2844
Fax: (08) 8231 8898

Shop 1,
Adelaide Arcade,
116 Grenfell Street
Adelaide SA 5000
Tel: (08) 8223 1321
Fax: (08) 8223 4264

Shop 17,
Central Market Arcade,
Victoria Square
Adelaide SA 5000
Tel: (08) 8212 2511
Fax: (08) 8212 7051

PARKSIDE

Visitors Centre
154 Greenhill Road
Parkside SA 5063
Tel: (08) 8372 7070
Tours: (08) 8372 7077
Fax: (08) 8373 0528

GLENELG

87B Jetty Road
Glenelg SA 5045
Tel: (08) 8376 2877
Fax: (08) 8295 4481

GOLDEN GROVE

Shop 24,
Golden Grove Village
Shopping Centre,
Cnr Golden & Grove Ways
Golden Grove SA 5125
Tel: (08) 8288 8400
Fax: (08) 8288 8411

VICTORIA

MELBOURNE

Shops 7 - 8,
The Block Arcade,
282 Collins Street
Melbourne VIC 3000
Tel: (03) 9654 7673
Fax: (03) 9662 4244

Farrer House
26 Collins Street
Melbourne VIC 3000
Tel: (03) 9650 2114
Fax: (03) 9654 7066

Shop 6,
191 Swanston Walk
Melbourne VIC 3000
Tel: (03) 9662 2262
Fax: (03) 9663 4614

TOORAK

499 Toorak Road
Toorak VIC 3142
Tel: (03) 9827 8713
Fax: (03) 9827 8089

HAWTHORN

715 Glenferrie Road
Hawthorn VIC 3122
Tel: (03) 9819 5000
Fax: (03) 9819 5168

NEW SOUTH WALES

SYDNEY

Shop 1,
The Strand Arcade,
412 - 414 George Street
Sydney NSW 2000
Tel: (02) 9221 6999
Fax: (02) 9221 8922

HEAD OFFICE 153 Greenhill Road, Parkside SA 5063

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using environmentally friendly printing
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