

ESTABLISHED 1915



HAIGH'S
CHOCOLATES

HAIGH'S

AUTUMN/WINTER
2009

HAPPENINGS



Marshmallow Season



WELCOME TO OUR AUTUMN/WINTER EDITION

Hello, my name is Tony Stebbing and it's my turn to welcome you to Haigh's Happenings. As Haigh's Warehouse and Distribution Manager, it's my role to organise our team here at the Mile End warehouse. We're responsible for stocking, storing and transporting all of Haigh's chocolates to our stores in three states.

I've been in warehousing for years and used to work interstate for a large national company – but being an Adelaide boy, I wanted to come back home and was very happy to get the job here at Haigh's a few years ago.

Asked about my favourite chocolate, I probably have to say Mandarin Creams, one of our citrus flavours. And I'll probably be tempted by the new citrus flavour we've just launched, which you can read about inside. 📖

Tony Stebbing, Warehouse and Distribution Manager

THE PARIS END OF MELBOURNE

Our first store to open in Melbourne in the 1960s, Farrer House, 26 Collins Street is located at the top end of town otherwise known as 'The Paris End'. This store has a design element of a Paris boutique and is very popular with corporate Melbourne.

Our team often provide chocolates to a number of nearby 5-star hotels and also to the parliamentarians just round the corner in Spring Street. 📖



Store Manager Raelene with Collins Street team



Store Location

26 Collins Street,
Melbourne, Victoria, 3000

Telephone:

(03) 9650 2114

Facsimile:

(03) 9654 7066

email: collins@haighs.com.au

Opening Hours

Monday 8.30am - 6.00pm

Tuesday 8.30am - 6.00pm

Wednesday 8.30am - 6.00pm

Thursday 8.30am - 6.00pm

Friday 8.30am - 6.00pm

Saturday 10.00am - 4.00pm

Sunday Closed

CHOCOLATE INDULGENCE WITH

THE GRACE

SYDNEY

Throughout the month of April until Mother's Day on May 10, The Grace Hotel and Haigh's are once again offering patrons a Chocolate Indulgence Menu. At Haigh's Chocolates, we're proud to be associated with this elegant Art Deco-inspired hotel, which we think you'll agree makes the perfect setting for such decadent treats!

Specially created Chocolate Menu

Only a short walk from Haigh's Strand Arcade store in Sydney, The Grace Hotel will be featuring a specially created chocolate menu with everything on it featuring Haigh's Chocolate.

You can choose from cakes, brownies, hot chocolate and desserts, along with a special Haigh's chocolate fondue, and if you do, you will also receive a 10% Haigh's Chocolates discount voucher redeemable at our Strand Arcade store.

So if you live in Sydney or you're visiting throughout April to mid May, make sure you take some time out of your busy schedule to relax and indulge yourself. And with so many delicious treats to choose from, surely nobody could blame you if you happened to visit The Grace more than once, or even stay over.

The Grace is also pleased to extend exclusive rates for Haigh's customers to stay at the hotel during their Chocolate Indulgence promotion from only \$150 per night for two in a Superior room. For more information and bookings please phone The Grace Hotel 1800 682 692. 📖

The Grace – Cnr York & King Streets, Sydney
www.gracehotel.com.au



OUR 3 CREATIVE CONFECTIONERS

Rob, Ben and Steve are part of Haigh's factory team involved in creating our delicious range of products. This year, for the first time, they've crafted 3 of the 4 new treats for our Recipe Card series.

So what does it take to become a great confectioner? Two essential ingredients seem to be – a mum who's a great cook, and an early interest in helping out in the kitchen. Add to the mix an apprenticeship, over 20 years' experience and blend well...

Rob remembers when he was 9 years old, he got up at 2 o'clock in the morning to make his mum's birthday cake. 'Mum's a great cook and I've always loved one particular cake that she makes. It's nice and moist and that's what inspired me to create one particular recipe for our Recipe Card series this year.'

Ben has worked in chocolate for over 20 years, and says he started cooking with his mum when he was about 5. 'In Switzerland, where I come from, it's very cold so I didn't like playing outside – a nice warm kitchen was much better!' These days, Ben's wife cooks during the week for the family and he cooks on the weekends.

Steve started at the age of 5, helping his mum make wedding cakes. Ten years later, while working as a glassie in a pub, he thought it would be fun to work in the kitchen. Following his apprenticeship, he spent 10 years chefing all over Australia and overseas as well, learning from some of the greats in the French Alps.

The process of developing new products takes the team at least six months to get the recipe right. Lots of taste tests and surveys from the staff... and we sourced new ingredients to get the exact flavour we wanted. ■



Steve (left), Rob & Ben (right)

PRODUCT PROFILE

Marshmallows and our new Kokettes

Yes, it's marshmallow season again and this

year a traditional winter favourite returns – better than ever! Haigh's has been producing Kokettes for over 40 years and now we're excited to launch our new improved recipe.

You'll love the natural flavours with no preservatives – sweet layers of vanilla and raspberry flavour marshmallow, covered in delicious chocolate – and for the first time ever in your choice of Milk or Dark Chocolate.

Buy Kokettes individually \$1.20 each or \$4.50 for pack of 4 for sharing. Or not.

As well as Kokettes, Haigh's has 3 other marshmallow varieties for you to enjoy – Toasted Marshmallow, Dark Rocky Road and a huge favourite, Milk Rocky Road. First made in the 1960s and still one of our most popular products.



Introducing our New Orange Chocs

After months of fine-tuning and taste-testing, our in-house team of confectioners have at last perfected this latest addition to our range, Orange Chocs. Imagine this mouthwateringly delicious taste combination... a centre of natural orange-flavoured nougat coated not

just with Haigh's premium Milk Chocolate, but with a final thick coating of Haigh's premium Dark Chocolate as well! You'll find it hard to stop at one.

Orange Chocs joins our range of other delicious citrus flavoured chocolates – Mandarin Creams, Orange Slices, Lime Creams, Lemon Truffle, Fruit Drops, Orange Pastilles, Dark Orange Block and Cointreau Truffle.

Orange Chocs are now available in all Haigh's stores. \$6.90 per 200g bag.

New-look Hot Chocolate Tin

If you're a collector (and even if you're not) you'll really like our new-look Hot Chocolate Tin, now stylishly presented as part of our Gourmet colour range – rich brown and gold. The tin is new, but your favourite drinking chocolate remains the same.

It's smooth consistency and full flavour makes it just perfect whatever the season. In winter, mix with piping hot milk and add a yummy marshmallow and in summer it's great with chilled milk for an iced chocolate or sprinkled over ice-cream. It also makes a great gift idea too. ■



CHOCOLATE VIDEO

It's the next best thing to taking a tour! In case you haven't seen it yet, we have a short 2 minute video on our website which shows you how we make our delicious chocolate at Haigh's. You can view the video at this address. ■

www.haighschocolates.com/video/haighs_chocolates

EVERY DROP COUNTS



As part of our ongoing environmental considerations, our rainwater tanks have now saved over 50,000 litres of water. ■

COOKS CORNER

Lemon Truffle Cup Cakes

This delicious cup cake recipe was created by our Town Adelaide Arcade team member Leigh Agostino – thanks Leigh!

These delightful little cup cakes uniquely uses our Lemon Truffles as an ingredient, making a very special treat for morning or afternoon tea. This recipe makes about eight medium sized cakes.

Ingredients

Cake

100g butter
100g caster sugar
2 medium eggs
100g SR flour sifted
10 Haigh's Lemon Truffles
Juice of half a lemon, plus zest

Icing

100g butter
200g icing sugar
Juice of half a lemon

Method

For the cakes:

- Pre-heat oven to 180 degrees C or 350 degrees F
- Place 8 large patty pan cases in ungreased muffin tin
- Cream butter with sugar until light and fluffy
- Gradually beat in eggs one at a time adding a tablespoon of flour with each
- Gently fold in rest of flour with a metal spoon

- Melt 6 truffles in microwave on medium for about one minute and add to mixture with lemon juice and lemon zest. Mixture should be a dropping consistency
- Fill paper patty pan cases $\frac{3}{4}$ full
- Bake in the centre of the oven 20 to 25 minutes or until well risen and golden
- Cool on wire rack
- Top with lemon butter icing
- Cut remaining truffles in half and place on icing cut side down

For the Icing:

- Cream the butter with wooden spoon until it is soft
- Gradually beat in the icing sugar with lemon juice



FIRST 2009 RECIPE CARD AVAILABLE NOW

Next time you visit one of our stores, make sure you pick up the first in our new range of recipe cards. As you have read, three of our

2009 series recipes have been developed by our own Haigh's confectioners and one by our guest chef Genevieve Harris.

The first recipe created by our confectioner Ben, is an absolutely deliciously decadent Chocolate and Hazelnut Slice. A light, but rich chocolate dessert. Yum! But wait, there's

more. During the year, we'll be releasing three more recipes and we also have a recipe card folder for you to keep them organised.

This series joins our 2007 and 2008 library of recipes which you can now find online at www.haighschocolates.com.au/recipes/couverture.html

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

Tel: (08) 8372 7000 Fax: (08) 8373 0528

www.haighschocolates.com

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