



HAIGH'S HAPPENINGS



Spectacular Speckles

HAIGH'S CHOCOLATES STORES

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ADELAIDE
 Beehive Corner,
 2 Rundle Mall
 Adelaide SA 5000
 T: (08) 8231 2844
 F: (08) 8231 8898
 E: beehive@haighs.com.au

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

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

GLENELG
 87B Jetty Road
 Glenelg SA 5045
 T: (08) 8376 2877
 F: (08) 8295 4481
 E: 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
 E: 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
 E: block@haighs.com.au

495 Collins Street,
 Melbourne, Victoria, 3000
 T: (03) 9620 3555
 F: (03) 9620 3155
 E: rialto@haighs.com.au

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 T: (03) 9650 2114
 F: (03) 9654 7066
 E: collins@haighs.com.au

Shop 6,
 191 Swanston Walk
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 T: (03) 9662 2262
 F: (03) 9663 4614
 E: swanston@haighs.com.au

TOORAK
 499 Toorak Road
 Toorak VIC 3142
 T: (03) 9827 8713
 F: (03) 9827 8089
 E: toorak@haighs.com.au

HAWTHORN
 715 Glenferrie Road
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 T: (03) 9819 5000
 F: (03) 9819 5168
 E: 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
 E: strand@haighs.com.au

HEAD OFFICE 153 Greenhill Road, Parkside SA 5063
 T: (08) 8372 7000 F: (08) 8373 0528
 E: admin@haighs.com.au W: www.haighschocolates.com

COOKS CORNER

Haigh's Dark Chocolate Speckle Cupcakes
Makes approximately 14 to 16

These cupcakes are so easy and topped with our new Dark Speckle are sure to be a big hit with everyone.

Ingredients:
For the cupcakes:
 100g Haigh's Dark Couverture Chocolate
 1 cup of water
 125g butter softened
 255g brown sugar
 3 eggs
 225g self raising flour
 75g plain flour
 30g cocoa powder
 14-16 Haigh's Dark Chocolate Speckles

For the Chocolate Ganache Icing:
 350g Haigh's Dark Couverture Chocolate
 150g double cream



Method:

- Pre heat oven to 160 degrees C. Line a muffin pan with patty pans.
- Combine chocolate and water in a small saucepan over low heat.
- Stir until chocolate melts, then remove from heat and set aside to cool.
- In a separate bowl, beat the butter and sugar with electric mixer until light and fluffy.
- Gradually add the eggs one at a time beating until combined.
- Add in both flours and cocoa powder and stir through.
- Add the cooled melted chocolate mixture and gently stir until combined.
- Spoon evenly into patty cases.
- Bake in the oven for approximately 20 minutes.
- Remove and allow to cool before icing.
- To make the ganache icing, melt chocolate and cream over low heat, stirring occasionally, until chocolate is melted and mixture is smooth. Allow ganache to cool and thicken before putting into a piping bag and icing cupcakes, topping with a Haigh's Dark Speckle.

Find us online
www.haighschocolates.com

Facebook
www.facebook.com/haighs



This newsletter is printed on ecoStar Silk, an environmentally responsible paper made carbon neutral and manufactured from 100% post consumer recycled paper

PRODUCT PROFILE

Dark Speckles are here!

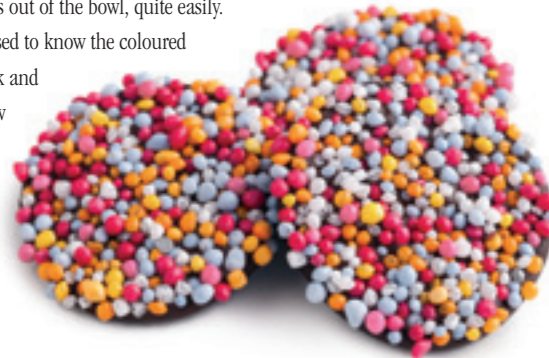
Milk Speckles have been a favourite with our customers since we introduced them about 20 years ago. Today, our cute-as-a-button Milk Speckles are the biggest selling item in our extensive range!

In the last financial year we sold almost 30 tonnes of them – that's more than 5 million Speckles! We predict that sales figures for the new Dark Speckles will quickly rival that of the Milk Speckles. Here's why ...

Over recent years, it seems that more people have been developing a taste for dark chocolate. And, many of our customers have been asking us to make Speckles in dark chocolate. So, we're very excited to announce... Dark Speckles are now here!

These premium quality products are made from our famous dark chocolate, topped with tiny multi-coloured beads of sugar. But don't worry – we've developed a different coloured topping for Dark Speckles so it doesn't matter whether you love milk or dark, you'll be able to pick your favourites out of the bowl, quite easily.

You'll also be pleased to know the coloured toppings for both Milk and Dark Speckles are now all natural, with no preservatives, artificial colours or flavours. So come on in and get some today. 🍫



HOW DO WE MAKE OUR SPECKLES?

Upside down! Here's how we do it ...
 First, our chocolate depositing machine is filled up with our glorious liquid chocolate. Then a tray is partly filled with the sugar beads.

The tray passes under the chocolate depositing machine while dobs of warm chocolate drop from nozzles onto the beads.

That tray then goes through a cooling tunnel and as the chocolate sets, the sugar beads stick to it. The cooled Speckles are shaken out, then hand-packaged into 200g bags, ready to eat. 🍫

Winter Collection

Haigh's Chocolates has created three tasty new chocolate centres for your after-dinner enjoyment this winter season. Modelled on classic puddings, cakes and desserts, they are the perfect end to a special dinner with family and friends – or just enjoy anytime.

Orange and Poppysseed

Inspired by the classic café cake, this white chocolate-based soft centre with fine tangy pieces of orange and plenty of poppy seed is enrobed in premium dark chocolate.



Banana Caramel

As the name says, this two-layered centre has caramel fudge at the bottom and a light banana fruit frappe on top. Generously coated in our premium milk chocolate, it's a deliciously creamy treat.



Sticky Date Pudding

A variation on this very popular winter dessert, pieces of dried date have been encased in a soft and buttery caramel centre, topped off with another piece of date then generously enrobed in our premium milk chocolate.



These three new varieties of chocolates have been added to the Haigh's Hand-made Chocolate selection for a limited time. They are only available over the winter until October so make sure you look out for them when you're next in store. 🍫



WELCOME

Welcome to our Winter edition.

In this issue, we introduce our deliciously decadent new Winter Collection plus our other new product featured on the front cover – Dark Speckles. Yes! Our dark chocolate lovers have been asking us to make these for quite some time and now they're here.

Other articles feature our Glenelg store, our product development team, our sponsorship of Variety-The Children's Charity, also their V2 Classic Bike Run, and there's a new recipe on the back. Enjoy your read. 🍫

Alister Haigh *Chief Executive Officer*

HOW WE DEVELOP OUR NEW PRODUCTS

What an absolute dream job – coming up with wonderfully delicious new products to add to the Haigh's range!

The new product team here at Haigh's get together every fortnight to review projects being worked on and talk about new ones. The 4 team members draw on their many years of experience, and look at what's happening in the world of chocolate.

'It's great fun and we have a great deal of freedom to explore and experiment,' says Rob, our New Product Co-ordinator.

'There's great collaboration from the team, and ideas come from various sources. Our customers play a very important role – for example if we get a lot of people asking for the same sort of thing, we definitely look to see what we can do.'

Ben, our Technical and Product Manager, explains that is how the new Dark Speckles came about.

'Haigh's Milk Speckles have been so popular and over recent years, it seems that more and more people have been developing a taste for dark chocolate. We are very excited about the launch and predict it will be a huge favourite.'

Our new Winter Collection is a great example of teamwork – drawing on Rob's sweet tooth for desserts and Ben's previous coffee shop experience. This exciting new range has been in development for over 12 months, and is now available in store.

So why does it take 12 months? Well, once the team agree on a product, we make a number of batches, testing as we go, and making last minute changes until we get it just right. And we taste test, every step of the way.

We test with our product team first, then the marketing team, then everyone working here at Haigh's. It's quite a

process and as you can imagine, we get some very specific and detailed feedback from all the people who work here with chocolate every day!

Taste is, of course, of the utmost importance but there are a number of other factors that need to be considered when developing new products.

For example, we need to make sure the best ingredients are readily available, and we put great emphasis on buying Australian, and local, wherever possible.

Also, we need to test for the shelf life of the product, and of course, make sure that any new product we consider developing

perfectly complements our existing range. This way, we make sure we can offer our customers a great variety.

At any one time, our team might be working on up to 15 different ideas. All top secret, of course! However, before Haigh's launch anything, Ben explains that we use our Visitors Centre to make sure we run it past the most important people – our customers.

'They are very honest. It's fantastic feedback because our customers are very clear about what they like and what they don't like.' So, next time you pop into our Visitors Centre for a tour, you never know – you may be one of the taste-testers of a future Haigh's product. 🍫



Rob (left) and Ben testing in the kitchen.

HEARTS FOR VARIETY



At Haigh's Chocolates, it's always been important for us to give back to the community, so we're proud to announce our corporate sponsorship of Variety-The Children's Charity.

Variety works to enrich the lives of children who are sick, disadvantaged or have special needs to live, laugh and learn. Funds are raised through events and functions such as the Variety Bash, Variety Vintage Luncheon and the Santa Fun Run. Individuals, organisations and other charities apply to Variety for funding which is assessed by a team of medical and educational specialists to ensure the funds are distributed where they are needed most.

Part proceeds from the sale of Haigh's Large Milk Chocolate Hearts, 125g of premium milk chocolate, will help Variety continue its very important work.

To find out more about Variety, the work they do and how you can get involved, please visit www.variety.org.au 🍫

VARIETY V2 CLASSIC BIKE RUN 13-16 October 2011



Imagine an up-market, 4-day luxury cruise for motorbike enthusiasts requiring absolutely no organisation on their part. The emphasis is on good roads, fabulous scenery, great food and wine and of course, as with all Variety events, fun and entertainment.

Despite being extremely busy, our Chief Executive Officer Alister Haigh manages to find time to combine his love of motorbike riding and helping those in need. Alister has been involved with the V2 Classic Bike Run since its inception and is, this year, Chairman of the event.

'Over the past 3 years, the V2 Classic Bike Run has raised almost \$750,000 for children in need. Generous contributions have come from the many bike run participants, their supporters, including our landlords, suppliers, employees and others who want to help this worthy charity.'

The cruisers will depart Adelaide on October 13 and cover 1400km riding along the Murray and Darling Rivers – now



flowing in their glory. Participants will enjoy fabulous food at Banrock Station, Stefano's in Mildura and Spoons in Swan Hill as well as a dinner cruise on the Mundoo Paddle Steamer.

So, if you're looking for an opportunity to polish up your machine and hit the road for a good cause, visit <http://www.variety.org.au/SA/WHATS-ON/V2-Bike-Classic> or phone (08) 8293 8744, email liz@variety.org.au 🍫

NEW RECIPE CARD IN-STORE

If you've been collecting them, you'll know that Chef Genevieve Harris has already created some absolutely delicious recipes exclusively for Haigh's. And here's the latest – Haigh's Chocolate Cups with Caramel Brulee & Chocolate Mousse. The ideal decadent treat to enjoy with a cup of Haigh's Hot Chocolate on a cold winter's day...or as a dessert treat after a lovely dinner. Make sure you pick up your Recipe Card next time you're in-store. 🍫



You can find our other recipe cards online at www.haighschocolates.com/recipes/couverture.html



OUR SHOP AT 'THE BAY'

Our store at Glenelg, Adelaide's premier beachside destination, is conveniently located right in the middle of this very popular 7-day shopping precinct on Jetty Road.

Here, the team are kept very busy 7 days a week – because this store not only provides

locals with their favourite chocolate fix, but tourists are tempted too.

Just like no trip to Adelaide is complete without a visit down 'The Bay', no visit to Glenelg is complete without popping into Haigh's.

It's the perfect place to find tempting treats as well as souvenirs for holidaymakers and the convention delegates from nearby hotels. 🍫

Store Location

87b Jetty Road,
Glenelg,
South Australia,
5045

T: (08) 8376 2877

F: (08) 8295 4481

E: glenelg@haighs.com.au

Opening Hours

Monday 9.00am – 5.30pm

Tuesday 9.00am – 5.30pm

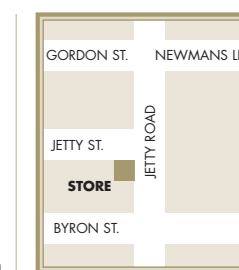
Wednesday 9.00am – 5.30pm

Thursday 9.00am – 9.00pm

Friday 9.00am – 6.00pm

Saturday 9.00am – 5.30pm

Sunday 11.00am – 5.00pm



The Glenelg Team.

GIVE US YOUR FEEDBACK AND WIN!

At Haigh's we're always interested in what our customers think, so this is your opportunity to tell us about your Haigh's experience. Let us know what you liked and what you think we could do better.

Simply complete our survey and you'll go in the draw to win Haigh's gift vouchers to the value of \$100 – there's a winner every month.

To enter, visit our website www.haighschocolates.com and click on the survey link. 🍫



HOW DOES THE SOFT CENTRE GET INSIDE THE CHOCOLATE?

The soft centre found inside our chocolate is technically referred to as 'fondant cream'. Some of the traditional flavours we make include strawberry, peppermint and coffee, as well as deliciously floral-scented centres such as rose and violet. But whichever flavour you prefer, the process is the same.

The secret is a special enzyme contained in the fondant – which actually starts off not soft, but firm, and ready to coat in chocolate. Once the centre is completely sealed from the atmosphere by the chocolate coating, that's when the enzyme inside can work its magic.

The enzyme affects the structure of the sugar in the fondant, transforming the firm centre into soft liquid. And voila! There you have it – a creamy soft centre. Deeeelicious! 🍫

