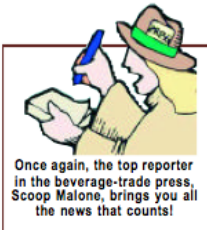


Boughton's

COFFEE HOUSE



Once again, the top reporter in the beverage-trade press, Scoop Malone, brings you all the news that counts!

September 2011

One of the best-known American suppliers to the British trade is Michael Szyliowicz, whose Mont Blanc chocolate comes in syrup, sauce or powder formats. He is also an enthusiastic observer of how chocolate is sold in cafes around the world, and believes that a supplier has to put in some effort to produce a product which suits a café.

He speaks of offering coffee shop clients several chocolate profiles 'to better complement the character of their coffee', which is right against the concept of 'any old chocolate', bought as a generic product.

"Drinking chocolate works best when it's part of an overall beverage program," he told us. "The idea is to use chocolate to build a drink menu with hot, cold, iced, and blended beverages.

"If I were a coffee-house owner, to make sure I selected a chocolate which actually did work best with my house espresso, I would do a simple comparison among three or four, but using a mixture of powders and syrups, to see how they work in my house coffee. Testing a variety of chocolates and types, and selecting the one that best complements your roast, will be critical

Think about those matching flavours!



for a coffee-house owner."

Recent travels have shown him new ideas.

"Chocolate's resurgence as a drink continues," says Michael. "On a recent trip to Santa Fe, I visited a small speciality chocolate shop that features an entire menu of flavoured hot chocolates.

"By combining chocolate with flavours like spicy pepper, orange,



Michael Szyliowicz – *thinking beyond the common cup*. Above – simply-packed giveaway chocolate coffee beans made from a cafe's house coffee

rosemary, vanilla, and other fruit and herb combinations, they serve drinking chocolate with an interesting twist. Their rich and thick hot chocolate is an excellent treat that makes you slow down and enjoy it - it's a great change of pace, and I hope the idea catches on."

Flavoured chocolates are more common in America, and some of those relating to the historical use of choco-

late in south America just don't have any relevance in the UK - the drink Montezuma served to Cortez was very highly-spiced, and it is an interesting question as to whether chilli chocolate has a market here.

In Arizona, says Michael, he discovered a coffee shop which served either dark chocolate, or fruit (or both) beside its filter coffee, having thoughtfully 'paired' the flavours of each.

"The key to successfully selling premium drinks is thinking through the entire cup, including the last, most important visual cue - how will it be garnished?"

Slightly beyond this one, an American donut chain wanted to showcase their coffee, so they asked Mont Blanc to come up with something to inspire customer interest. Michael took the chain's own coffee beans, dipped them in chocolate, and packaged the beans in a single serving size, and the chain gave 'their own' chocolate-covered coffee beans away in-store.

The key, says Mont Blanc, is to think chocolate through - it can do a bigger job for the coffee house than many owners imagine.

"We are," remarks Michael, "thinking beyond the common cup!"