

*New Gerkens®
Duchess
Cocoa Powder*

The Boss of the Bakery

gerkens®

a **Cargill** brand





COLOR PROFILE



gerkens®

a *Cargill* brand

Indulgence is In.

With the running trend of premiumization coupled with an increased desire for comfort, consumers' expectations for upscale, indulgent food experiences are undeniable.

When it comes to chocolaty baked goods, that means delivering a richer smell and taste in everything from brownies and muffins to cookies and cakes.

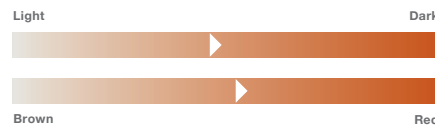
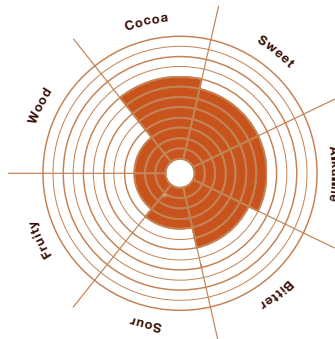




Introducing Duchess

Gerkens® Duchess is crafted from the perfect blend of different cocoa building blocks to create an experience that wins consumers' hearts. It features an appealing warm-brown color and indulgent smell and taste, earning its reputation as the "Boss of the Bakery."

FLAVOR & COLOR PROFILE



THE DECADENT DETAILS

Crafted in

The Netherlands

Bean Origin

Blend

Fat Level

10-12%

pH Value

6.9

Moisture

Maximum 4.5%

Fineness, 75µm

Minimum 99.8%

Standard Package Type

50 lb bag

Potential Certifications

Kosher, Pareve, Halal, RFA /
Fairtrade International,
Fair Trade USA



ACROSS RECIPES

In addition to baked goods, try Duchess in dairy desserts, beverages, ice cream, confectionery, spreads and cereals.



WINNING WITH CONSUMERS ON:

A Multi-Sensorial Experience:

60%

say better taste is very or extremely important in brand selection¹

67%

agree that look, feel and smell of a product is very important²

Comfort and Indulgence:

58%

have been looking for products to help them feel comforted³

57%

to help them feel happy³

50%

that are indulgent³

¹ of US consumers surveyed; HealthFocus International, 2020

² GfK Consumer Life, 2020

³ of US consumers surveyed; Innova Consumer Surveys 2020

Consumer Taste Test

CONSUMERS SAID IT BEST

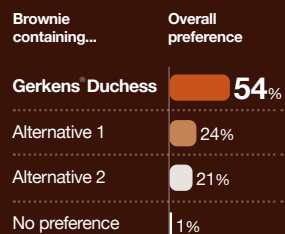
When it comes to indulgence, there's no better judge than consumers themselves. So, our Gerkens® Cocoa Engineers reached out to 160 chocolate lovers to see how well our powder invokes all of the senses.

Research Methodology

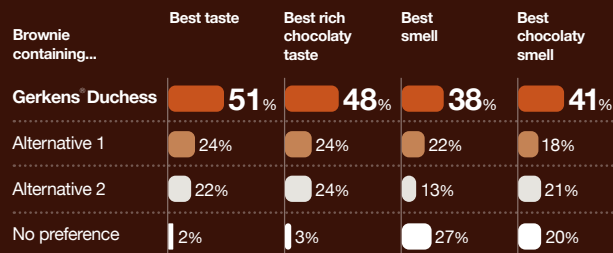
- Blind taste test
- 3 brownies: same recipe, different cocoa powders
- Tasted in a random order



RESEARCH RESULTS



The high majority of consumers prefer the brownie baked with Gerkens® Duchess.



Consumers significantly prefer the brownie containing Gerkens® Duchess on smell, taste, chocolaty smell and chocolaty taste in comparison to some of the best-selling cocoa powders in the bakery industry.

Based on an independent consumer research study conducted in the Netherlands in 2018.



READY FOR GOODNESS?

Let's talk about how we can help you stand out, whether with Duchess, another one of our perfected cocoa powders, or by co-designing a custom powder for your specific applications.

Reach out to your Cargill representative or visit [gerkenscocoa.com](https://www.gerkenscocoa.com)



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