

smile chocolatiers

CHOCOLATEA FAQs

WHY CHOCOLATE & TEA AS A COMBINATION?

Cordon Bleu Chef Joanie Freeman created *Chocolatea* out of a desire to bring out the full flavor of chocolate without adding to its sweetness or competing with its natural essence. She knew that chocolate offers a “whole mouth taste,” meaning, you don’t just taste it on one part of the tongue, you taste the many layers of flavor all over. Looking for the perfect complement to chocolate, she turned to tea because it too has a full mouth experience and layered taste, only lighter on the palate. Joanie got busy in the kitchen and from there an adventure in flavor pairings was born...*Chocolatea!*

WHAT DOES IT REALLY TASTE LIKE?

Chocolatea’s rich and unique flavor is unlike any other chocolate bar on the market. You can truly taste the hint of aromatic tea through the chocolate, and, you can definitely taste the richness of pure Belgian chocolate through the tea. Neither one overpowers the other. Both tastes are there, and both complement the other in ways that surprise your palate and make it *smile*. (Sorry, we couldn’t resist.)

HOW DO YOU GET THE TEA INTO THE CHOCOLATE?

We extract the essence of the organic tea itself: the leaves, the fruits and spices, and then we crush them incredibly finely. From there, we slowly add the aromatic tea to the chocolate, hand-blending in small batches until just the right balance of flavor and seamless texture is achieved. The result is an extraordinary chocolate taste in a satisfying bar, rich in flavor and high in antioxidants.

WHY ARE THERE FOUR TYPES OF CHOCOLATE?

Different people like different kinds of chocolate, which is why we have our four types of pure Belgian: Very Dark (72% Cacao), Dark (64% Cacao), Milk (37% Cacao) and White (37% Cocoa Butter). Some flavors just seem to go better with specific chocolates.

- Pomegranate needs a chocolate strong enough to offset its acidity.
- Chai wants chocolate strong enough to balance its bold combination of flavors.
- Ginger goes well with milk chocolate (think of a gingersnap cookie dunked in a glass of cold milk)
- Pairing rosemary tea with white chocolate actually enhances its savory flavor, not its sweetness.

WHAT DOES THE CACAO PERCENTAGE MEAN?

The cacao percentage is the amount of cacao in relation to sugar. Translation? The higher percentage number, the lower the percentage of sugar in the bar. What this means in terms of your taste buds is really a personal preference (the highest percentage isn’t always the best). Higher cacao content = *darker, less sweet and more intense* the flavor of the chocolate.