

Chocolate *Facts and Figures*

Enjoy Some Dark Delights

(NAPSA)—Long the sophisticated dessert ingredient of chefs worldwide, dark chocolate is assuming a place of prominence in supermarket baking aisles across the U.S. Home bakers are moving away from flat, sugary sweet desserts and exploring the full range of complex flavors only premium dark chocolate can provide.

With more recipes calling for dark chocolate and some even specifying the percentage of cocoa for the best results, premium chocolate makers are providing the highest-quality line of baking chocolate.

One recently announced a new formula improvement to its award-winning dark baking chocolate, with more richly intense chocolate flavor than ever. It's also expanded its line to include a new 70 percent cocoa extra-bittersweet bar.

Said Steve Genzoli, Head Chocolatier at Ghirardelli Chocolate Company, "Bakers are beginning to explore and appreciate the rich flavor range dark chocolate can deliver, from balanced sweetness to more intense bursts of flavor."

To help consumers select the proper level of intensity for their baking chocolate, Ghirardelli is the first nationally available baking brand to include cocoa percentage information on its packaging. By knowing the cocoa percentage, consumers can precisely match product to recipe and personal taste.

Genzoli adds that while personal taste is the ultimate deciding factor in baking chocolate selection, there are some basic guidelines.

Here's what to look for:

1. Not all baking chocolate is created equal when it comes to quality. Check the ingredients list for pure ingredients such as real vanilla and no artificial flavoring or preservatives.

Recipe Contest

Think your chocolate recipe is the best of the best? Enter Ghirardelli's "Is Your Dessert Intense Enough?" recipe contest. You could win a Hawaiian Family Cruise, trip for two to San Francisco, new kitchen appliances or lots of indulgent Ghirardelli chocolate. Entries must be received by December 15, 2005. Look for contest ad in the November and December issues of Ladies Home Journal and entry form and contest details at lhj.com/intensechocolate or ghirardelli.com.



2. Look for premium brands which have a very fine grind. This allows for easy melting of the chocolate into a noticeably glossy smooth texture.

3. Consider chocolate offered in quantities consistent with recipe requirements. Chocolate formed in smaller, easily breakable pieces is not only easier to work with, it lets bakers add the exact amount necessary for the best results.

4. Choose baking chocolate based upon quality and intensity. Premium quality chocolate will perform and taste better in recipes. Chocolate offered in various cocoa percentages lets you select the precise balance of sweetness and chocolate intensity for your taste.

5. Experiment with chocolate intensity. Baking chocolate can range from unsweetened (100 percent cocoa) to extra bittersweet (65 to 70 percent cocoa) to bittersweet (50 to 60 percent cocoa) to semi-sweet (35 to 45 percent cocoa). Use a higher cocoa content chocolate to really bring out the chocolate intensity in your dessert or use a lower cocoa content to highlight and complement another ingredient.