

RUBY RRB1

**FEEL THE
SPARK**



CALLEBAUT®

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RUBY RB1, AN AMAZING GIFT OF MOTHER NATURE

The unique taste and color of ruby RB1 are directly derived from the ruby cocoa bean. They are both delicate, and preserving them during the creation process requires a few rules of thumb.

By using this guide, you will avoid flavor or color dilution and will guarantee an end result that will wow your customers time after time.

GETTING STARTED WITH RUBY RB1

1 HOW TO STORE RUBY RB1 CALLETS™?

Exposure to light, air, humidity and high temperatures may cause ruby RB1 to change color.

- Store ruby RB1 in a **clean, dry** (relative humidity of max. 70%) and **odorless** environment.
- To maintain color and overall quality, airtight packaging and protection from light is recommended: e.g. always reseal the original packaging after use.
- Storage temperature: **12°C-20°C**

STORAGE

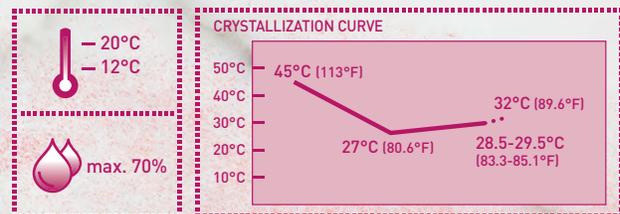


2 HOW TO ORGANIZE YOUR WORKING ENVIRONMENT?

Too hot or humid working conditions may cause ruby RB1 to change taste and color.

- Process ruby RB1 in a **clean, dry** (relative humidity of max. 70%) and **odorless** environment.
- Using ruby RB1 in the wheel and tempering machine for a few days does not affect its taste or color. Ensure continuous movement (stirring) to avoid separation.
- When keeping ruby RB1 in **liquid condition**: it is mandatory to maintain processing temperature between **40-50°C**.

PROCESSING



3 WHICH INGREDIENTS TO PAIR WITH?

Ruby RB1 opens up exciting new flavor pairings, from sweet to salty and sour. These pairings created by chefs yield amazing results: let this pairing table inspire you.



... AND MANY MORE

HOW TO CREATE WITH RUBY RB1?



1 PROCESSING RUBY RB1 IN ITS PURE FORM (bars, tablets, hollow figures and cake decorations)

We recommend using ruby RB1 as much as you can. Simply to allow your customers to fully explore and enjoy the taste and color of the 4th type in the purest possible way.

2 MIXING RUBY RB1 WITH FAT-BASED INGREDIENTS (to create butter creams, etc.)

For confectionery fillings and pastry creams, we recommend mixing ruby RB1 with fat-based ingredients, like butter. This prevents any dilution of taste or color.

3 MIXING RUBY RB1 WITH WATER-BASED INGREDIENTS (to create ganaches, mousses, sauces, etc.)

In numerous pastry and dessert applications – such as chocolate creams, crèmeux, glazes, etc. – chocolate is mixed with liquids to obtain a perfect taste and texture.

Watch out:

When mixing ruby RB1 with other ingredients such as cream or milk, you may experience its natural color to fade or turn grey. This is normal: diluting ruby RB1 changes the pH and causes the color change. Restoring the pH however can help you tune the color precisely to the typical ruby color or even creatively play with the color.

4 RUBY CREATIONS ON SHELF

To maximise shelf life, always keep the final product:

- in an air-conditioned environment: max. **20°C**
- away from sunlight

Inform your customers about **storage recommendations** and **communicate them on-pack**: To preserve the natural flavor and appearance of ruby, we recommend storage below 20°C.

We recommend to always run a **shelf life test** of the final product prior to commercialization.

Add acidity from fruits
(e.g. fruit purees, lime juice, etc.)
to restore the original pH

— AND/OR —

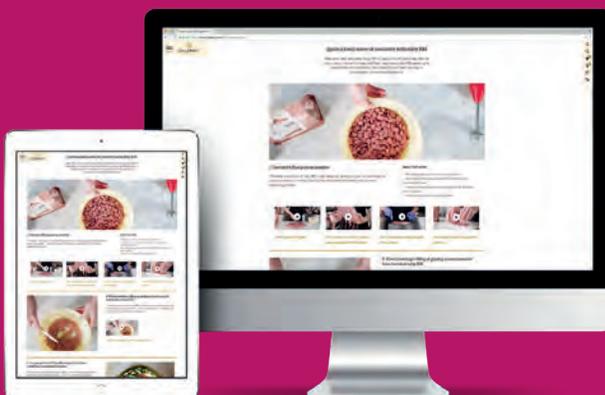
Add color through natural ingredients from dried flower petals (rose, hibiscus) or dried beetroot, raspberries...

For the most appealing RUBY color appearance, we advise achieving a pH value between 3.3 and 3.8

On top: you create interesting pairings, bringing out great flavor experiences.

Please respect the storage and processing recommendations to prevent your finished ruby products from changing taste and color.

Check all tutorials & recipes of ruby chocolate essentials at www.callebaut.com/createwithruby



QUESTIONS? Get in touch with us directly

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Or get in touch via Facebook & Instagram:

 facebook.com/callebaut.us

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RUBY RB1

Ready for the biggest chocolate revolution in 80 years?

- ✓ Ruby is the 4th category after dark, milk and white
- ✓ Callebaut Ruby RB1 is the 1st ruby dedicated to artisans
- ✓ Sparkling ruby color and intense fruitiness with fresh, sour notes
- ✓ Color and taste naturally present in the ruby cocoa bean. No colorants or fruit flavoring added
- ✓ Result of meticulous selection and expert crafting of ruby cocoa beans
- ✓ At its best when used pure. Ignites great creativity with its broad pairing possibilities
- ✓ Satisfies an unmet consumer need. Especially consumers from 18 to 35 years old looking for a hedonistic experience
- ✓ With your choice for ruby RB1, you support cocoa farmers

Order your free sample of Ruby RB1 at reply4info.com/ruby



RB1 Ruby Couverture 33% Cacao, 26% Milk

◆◆◆ Standard Fluidity: A great fit for almost any application



Item Code	Pack Type	Pack Weight (kg)	Certification
CHR-R36RB12-US-U75	4 x 2.5 kg bags	10 kg	Kosher Dairy
CHR-R36RB12-554	2 x 10 kg bags	20 kg	Kosher Dairy

Shelf Life: 12 months

DISCLAIMER: With the objective to protect ruby's authentic proposition, Barry Callebaut continues to work closely with U.S. and Canadian food authorities toward recognizing ruby with its own standard of identity for chocolate. In the meantime, ruby will be launched in the U.S. and Canada as ruby couverture. This will be reflected on packaging. Global communication assets will continue to reference chocolate.



THIS SUPPORT PROGRAM IS COORDINATED BY THE COCOA HORIZONS FOUNDATION