

# CocoaPlus™ COCOA REPLACERS

Reduce ingredient costs | Readily available

CocoaPlus™ is a line of all natural, whole grain specialty flours that mimic the color and functionality of cocoa PLUS enhance cocoa flavor

## NATURAL COCOA REPLACER



### CocoaPlus™ N100

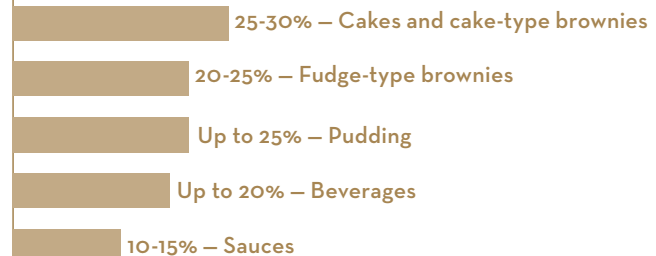
Replaces Natural (non-alkalized) cocoa

**Color:** Deep brown with amber hues

**Flavor:** Light cocoa

In a blind taste test, 66% of participants could not tell which brownie was made with cocoa powder and which brownie was made using 20% CocoaPlus™ N100.

### Replacement rates



## MEDIUM TO DARK COCOA REPLACERS



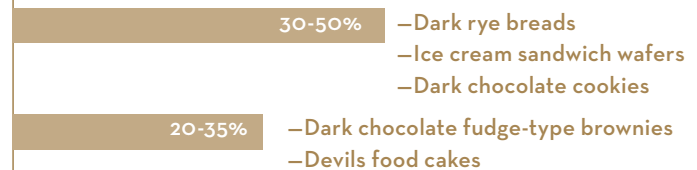
### CocoaPlus™ D100

Replaces very dark (highly alkalinized) cocoa

**Color:** Very dark brown to black

**Flavor:** Neutral to bitter sweet

### Replacement rates



### CocoaPlus™ D250

Replaces black cocoa

**Color:** Charcoal to Black

**Flavor:** Neutral to dark semi sweet chocolate

### Replacement rates



### CocoaPlus™ D500

Replaces black cocoa in darkest applications

**Color:** Black

**Flavor:** Neutral at low usage levels

**Dark Breads:** Use slightly higher amount of CocoaPlus™ to replace all of the cocoa powder in dark breads and still lower ingredient costs.

## “M” SERIES — Medium to dark cocoa replacer components

Like cocoa, Briess specialty flours come in a range of flavors and colors from light browns to reds to black. Let us create a custom cocoa replacer for you using just the right combination of CocoaPlus™ natural, dark and component ingredients.



### CocoaPlus™ M100

**Color:** Light Brown with reddish hues  
Lightens color and adds red hues

**Flavor:** Sweet caramel. Mellows flavor and increases sweetness



### CocoaPlus™ M500

**Color:** Dark, rich brown with red hues

**Flavor:** Intense cocoa flavor  
Develops a richer, fuller cocoa flavor



### CocoaPlus™ M250

**Color:** Medium brown with reddish hues  
Deepens color and adds red hues

**Flavor:** Burnt caramel. Develops richer, fuller flavor



### CocoaPlus™ M750

**Color:** Very dark, rich brown with deep amber tones

**Flavor:** Intense cocoa flavor.

Develops a deep cocoa flavor

Put a better label on the table.

### CHARACTERISTICS

DESCRIPTION	ITEM #	Moisture	Ash / 100g	Calories	Calories from Fat	Total Fat	Saturated Fat	Trans Fat	Total Carbohydrate	Dietary Fiber	Protein
CocoaPlus™ N100	6566	5.5%	2.5g	300	20	2g	1g	0g	78g	18g	12g
CocoaPlus™ M100	6564	5.5%	2.5g	317	20	2g	1g	0g	79g	17g	11g
CocoaPlus™ M250	6565	3.5%	2.5g	336	20	2g	1g	0g	77g	20g	14g
CocoaPlus™ M500	6562	6.0%	2.0g	283	20	2g	1g	0g	77g	25g	13g
CocoaPlus™ M750	6567	5.5%	2.5g	283	20	2g	1g	0g	77g	25g	13g
CocoaPlus™ D100	6568	6.0%	3.0g	309	20	2g	1g	0g	76g	37g	13g
CocoaPlus™ D250	6561	6.0%	1.0g	239	20	2g	1g	0g	78g	37g	13g
CocoaPlus™ D500	6563	5.0%	2.0g	164	20	2g	1g	0g	77g	54g	14g

### TIPS 'N' TECHNIQUES

- Adjust pH to hit your target flavor
- Because CocoaPlus™ is so effective at enhancing the flavor of cocoa, you can realize even more ingredient savings in some applications by FIRST removing 5% of the total cocoa powder in a formula THEN substituting at recommended rates.
- In brownies, cakes, etc., CocoaPlus™ N100 natural cocoa replacer produces a less dense, more cake-like product and the “D” series produces a more “fudgy”, dense product.
- CocoaPlus™ helps retain moisture in brownies, cakes, etc.
- Label declaration: Malt (malted barley)
- Label declaration for D100: Malted Wheat

### pH ADJUSTMENTS

DESCRIPTION	ITEM #	pH	Cocoa Powder	pH
CocoaPlus™ N100	6566	4.85	Non-alkalized (natural) cocoa	5.0-6.0
CocoaPlus™ M100	6564	4.92	Non-alkalized (natural) cocoa	5.0-6.0
CocoaPlus™ M250	6565	4.72	Non-alkalized (natural) cocoa	5.0-6.0
CocoaPlus™ M500	6562	4.56	Lightly alkalyzed cocoa	6.8-7.2
CocoaPlus™ M750	6567	4.46	Lightly alkalyzed cocoa	6.8-7.2
CocoaPlus™ D100	6568	4.18	Lightly alkalyzed cocoa	6.8-7.2
CocoaPlus™ D250	6561	4.32	Medium alkalyzed cocoa	7.2-7.5
CocoaPlus™ D500	6563	3.94	Highly alkalyzed (black) cocoa	7.6-8.1

### BENEFITS

- Reduce ingredient costs
- Readily available
- Minimum or no label changes needed for many baked goods
- All natural, whole grain, low fat, trans fat free, caffeine free
- No artificial flavors, colors, preservatives or additives
- All the flavor and color in CocoaPlus™ ingredients are developed from the natural process of malting and roasting barley or wheat
- 100% nondiastatic flour; contributes no enzymes
- Made in the U.S.A. from North American barley or wheat
- Kosher Certified
- Packaged in 50-pound bags and available in larger packaging options
- No minimum order required except for custom blends

