



Quality since 1908

# Cacao Sélection

Grand Cru Couvertures



**Felchlin**  
SWITZERLAND

# Editorial

«We live with passion and responsibility to bring enjoyment from the origin around the world»

Dear customers, dear partners,

You are now holding in your hands our revised Cacao Sélection brochure, which represents the heart of our company: our Grand Cru couvertures. These exceptional products continue to be discovered by new customers and reflect not only our passion for the highest quality but also the values that have always shaped Max Felchlin AG.

As a family-owned company with a long-standing tradition, we stand for high quality products and for many years now, we have pursued one consistent goal: to source the finest cacao for the finest couverture. We firmly believe that consistently achieving the highest quality is only possible through direct purchasing and exchanges on equal terms. All of this must happen under fair conditions because our partners in the cacao-growing regions also need to earn a living income to ensure long-term collaboration across generations.

This is why our partnerships go far beyond the commonplace: we are not afraid to venture into new territory from time to time. A current example being our innovative project that ensures access to basic healthcare for our cacao farmers and their families. What we take for granted should also be possible in the countries of origin.

Maintaining sustainable relationships throughout the entire value chain is a key commitment for us and this applies to both the growing regions and the cooperative partnerships that we share with you, our valued customers and partners. It is only thanks to your understanding and willingness to share responsibility that we are ultimately able to sell and enjoy high-quality cacao products.

I warmly invite you to explore both the diversity and uniqueness of our Grand Cru couvertures in this brochure. Let yourself be inspired by the quality of our products, our passion and our commitment.

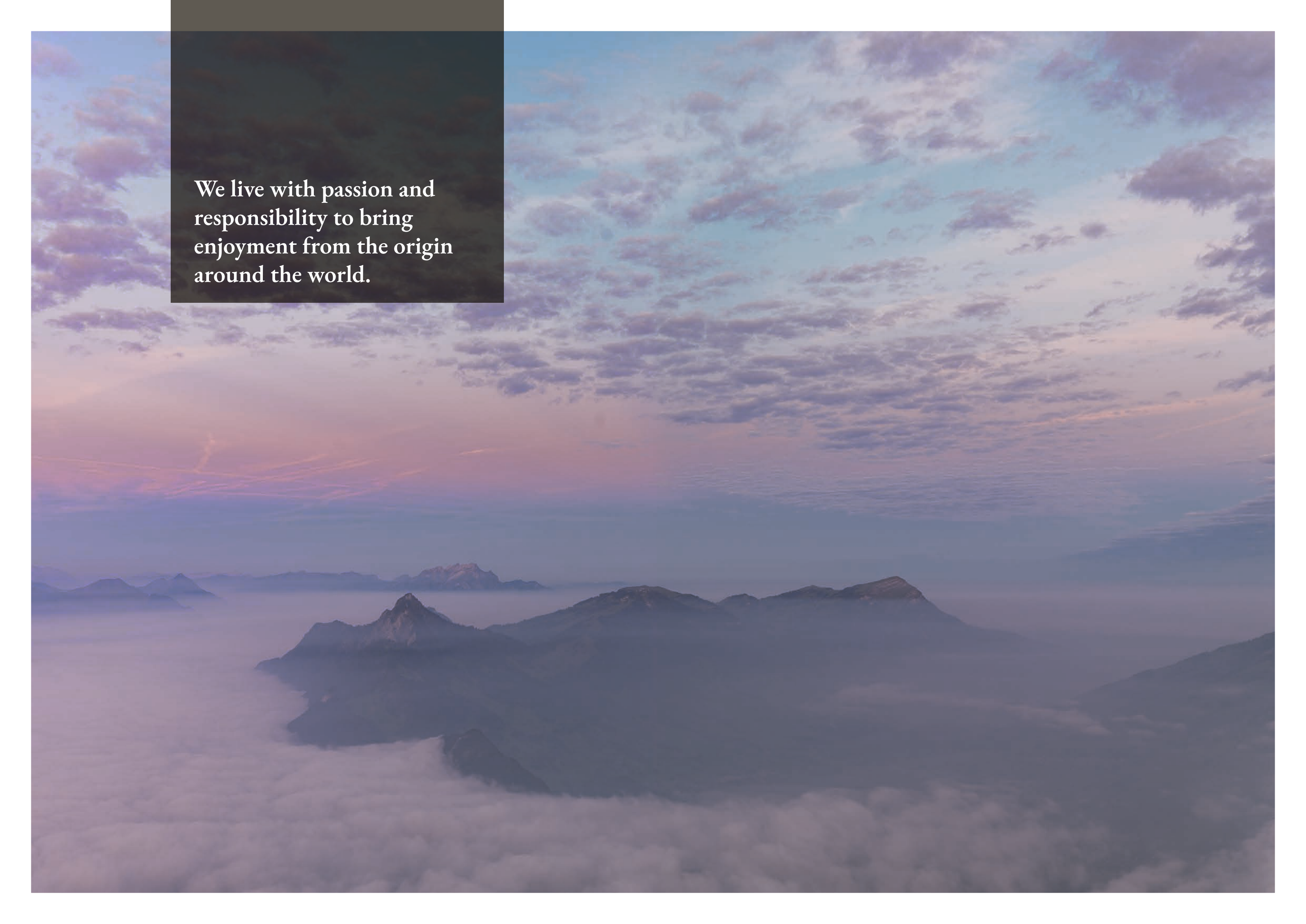
With sincere thanks and best regards,



Thomas Truttmann  
CEO Max Felchlin AG





A wide-angle landscape photograph showing a range of mountains partially obscured by a thick layer of white clouds. The sky is filled with soft, colorful clouds in shades of blue, purple, and pink, suggesting a sunset or sunrise. The overall mood is serene and majestic.

We live with passion and  
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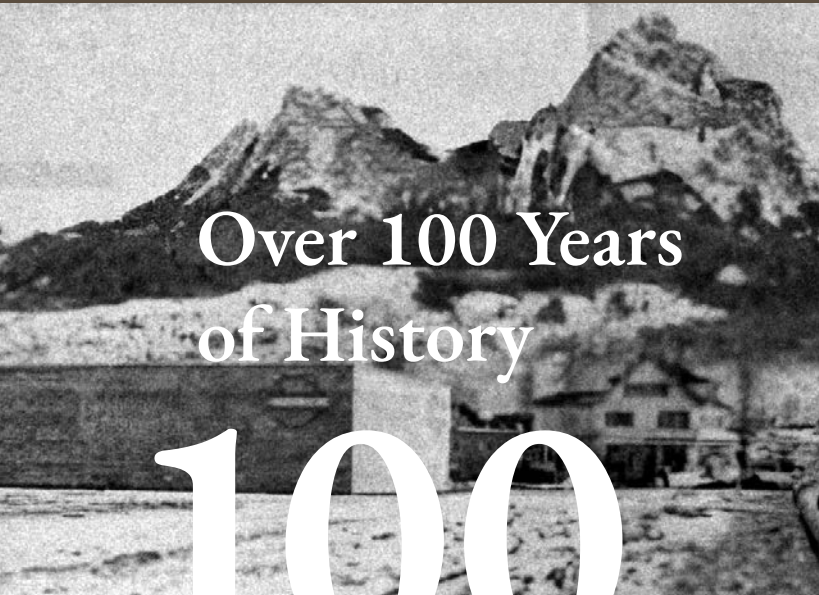
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Some products are not available in all markets. The right to make changes to the range is reserved.





Felchlin can look back with pride on a success story spanning more than a hundred years. Max Felchlin started trading in honey at the turn of the 20th century and shortly afterwards discovered his love of cacao products. The company developed over time to become the leading niche producer of the finest couvertures.



#### Start of the honey trade

The trained businessman Max Felchlin began trading with honey in Schwyz. The foundation of Schwyz as the honey central was set.

1908

#### Sought-after Praliné Cream

Company founder Max Felchlin was a gifted and talented inventor. He created a new novel Praline- and Nougat mass and called it «Pralinosa». Still popular amongst both bakers and pastry chefs, it is a much sought-after item.

1935

#### Opening up new markets

This is the first time Max Felchlin AG exported products to Japan. A few years later, there is also a representative for the sale of Felchlin products in the US. Both countries quickly became the most important markets abroad.

1973

#### Quality at the heart of everything

Felchlin defines their direction and places emphasis on the noblest types of cacao to develop the current, world wide prized Grand Cru selection.

1999

#### A Century of Felchlin

Felchlin celebrates the big centenary with its customers - bakeries, confectioners, and patisseries as well as its distributors throughout the world.

2008

#### Change of management

After more than 30 years of consistently being at the helm of Max Felchlin AG, Christian Aschwanden is now retiring and is handing over the reins of the management of the company to Thomas Truttmann.

2023

1924

#### Swiss-made quality product

The first article Max Felchlin produced himself was «Herbst 1924» (Autumn), a Swiss artificial honey based on herbs that distinguished itself from its international competitors through quality. Almost 100 years later this article is still popular in Felchlin's product range.

1970

#### Handing over the company reins

Max Felchlin senior dies at 87. He had established a renowned world wide chocolate production company, brought it to bloom, steered it through two world wars and left it to his son, Max Felchlin junior.

1992

#### Farewell and new Era

Max Felchlin junior dies on the 18th July. There is deep mourning. He leaves a significant hole both in the company, that has lost an original patron and motivator, and in the region of Schwyz, that lost an avid supporter of both local culture and tradition. The business is now run by Christian Aschwanden, CEO since 1992.

2004

#### World champion

The decision to use noble cacao is rewarded in 2004 with the gold medal for the World's Best Chocolate – «Maracaibo Clasificado 65%».

2012

#### New cacao roasting plant

Quality, flexibility and stability characterise Felchlin. To ensure these qualities for future generations, building began on the new cacao roaster in autumn 2012 and was successfully completed in 2014.

2025

#### Swiss Ethics Award

Felchlin wins the Swiss Ethics Award for its sustainability project «Healthcare in the Cacao Origin Regions.»





# Our Values

## Passion

For us, «passionate» means that we devote ourselves wholeheartedly to a task.

## Agility

For us, «agile» means that we act flexibly, but never carelessly.

## Consistency

For us, «consistent» means that we offer security to the people we deal with.

## Trust

For us «trust» means to rely on the outstanding skills, reliability and judgement of our employees.

## Self-Responsibility

For us «self-responsibility» means that we encourage our employees to act proactively, make decisions independently and to take responsibility for the consequences.





# Fair Direct Cacao

## Our Commitment

In line with our self-imposed guidelines – the Cacao Sélection Felchlin – we operate according to the philosophy of FAIR DIRECT CACAO:

We work transparently with local cacao farmers so that they benefit from fair conditions. By respecting the natural resources in the cacao-growing regions, these can be utilised sustainably and thereby preserved for future generations.

We source the cacao for our exclusive couvertures directly from the growing regions. Long-term contracts and established relationships provide the cacao farmers with security. The fair price paid allows them to use the natural resources sustainably. In return, Felchlin receives cacao of the very highest quality, both complex and intensely flavoured.

”

I find the contact with the cacao farmers on a personal level very enriching and the on-site visits build trust and lead to mutually beneficial partnerships. Not only the cacao trees need care and attention but also our long term collaboration.

Gerold Suter, Purchasing Manager Cacao, Cacao Products & Nuts

# Sélection Guidelines

Our self-imposed guidelines guarantee the sustainability of our raw ingredients. We acquire the highest quality raw ingredients with multifaceted rich flavours and place value in transparency, fair conditions and working in harmony with nature. Compliance with our guidelines is ensured by implementing the following principles:

- Before purchasing, each individual cacao delivery undergoes a sensory evaluation from our expert panel to ensure our flavour profile requirements are fulfilled.
- For the high quality and specific flavour profile of our cacao we pay prices significantly above general cacao market level.
- We only use cacao beans with clearly defined origins and know who is responsible for the cultivation of the beans we purchase.

- We are familiar with the working and production conditions in the cacao origins and are committed to ensuring that the cacao produced is socially sustainable for the farmers and their families as well as environmentally sustainable.
- We maintain close relationships and communicate at eye level with our local partners in the origins and visit them regularly.
- Our commitment to our partners is long term with the aim of sustainably providing a secure part of their income, also for future generations of farmers and producers.

”

I have had the pleasure of visiting Venezuela. A particular highlight was the time I spent with our local partner, Casa Franceschi. Their hospitality was exceptional, and it was truly inspiring to witness their ceaseless pursuit of the highest quality.

Thomas Truttmann, CEO







# Health Care

## Our Commitment

The overwhelming majority of smallholder farmers in the cacao-growing regions have either no access to comprehensive healthcare or are unable to afford it.

With the financial support of customers, the Swiss platform for sustainable cacao «SWISSCO», and in collaboration with our implementation partner Elucid, Felchlin is providing cacao farmers and their families access to professional healthcare. The beneficial effects can be tracked transparently and in real time via a digital platform.

Since June 2023, our first project «Salama Mateza» has been continued by Sambirano SA, our local partner in Madagascar. Our farming families thus benefit in the long term from optimal health care and, thanks to the low costs, these services are also taken up in good time.

”

Felchlin is revolutionising the cacao supply chain by providing our cacao farmers and their families access to basic healthcare. Our commitment protects their income from unpredictable costs, promotes their well-being, combats poverty, and thereby creates a sustainable livelihood.

Mareike Toulas, Head of Purchasing, Sustainability, Finance and IT

# Sustainability Strategy

Max Felchlin AG is one of the smallest chocolate producers for professional practitioners worldwide, with our proportion of worldwide cacao processing being well below one percent. We have positioned ourselves as a niche producer of both high-quality couvertures and semi-finished products, and in addition not just high quality in relation to raw materials and the taste of the finished product, but also high quality around our efforts for a sustainable value chain.

In 2024 the Felchlin sustainability strategy was updated with binding KPIs. It strongly reflects the values for which Felchlin is renowned for and it provides overall direction for continuing current initiatives and implementing new ones. Our sustainability strategy with the title «Sustainability meets pleasure» is based on the following three pillars:

”

Our sustainability strategy reflects the values of Felchlin that we have devoted ourselves to for many years. It shows that we are not only continuing existing initiatives but also advancing new projects to promote sustainability. For us, sustainability is a continuous journey that we started many years ago, and we continue to pursue it with passion and responsibility.

Mareike Toulas, Head of Purchasing, Sustainability, Finance and IT



**Passionate about creating  
quality of life**

Good working and living conditions  
Health  
Product responsibility



**Quality in harmony  
with nature**

Resources  
Biodiversity  
Climate



**Shared success  
through partnership**

Fair trade partnerships  
Ethical governance  
Location Switzerland



Scan for more information about our sustainability strategy.



In the Origin

## Harvest and Treatment



### Harvesting

Harvesting begins at the end of the rainy season, after the fruit has ripened. Farmers carefully remove the fruit from the trees using sharp knives without damaging the tree trunk, unripe fruit or blossoms. Harvested fruit is then split open and the beans and pulp are removed.



### Fermentation

The beans and pulp are placed in a wooden crate and covered with leaves. Due to the high sugar content the mass begins to ferment and undesirable acetic acid vaporises. The fermentation process takes between five and seven days, during which the beans are regularly mixed to ensure a uniform fermentation.



### Sun Dried

After fermentation, the beans are spread in the sun to dry naturally for five to 10 days. Selected beans are then cut open to ensure their water content does not exceed 6% to avoid mould growth at a later date.



### Selection and Transport

Beans are then sorted according to size and quality, by hand or using simple equipment. This important step ensures similar sized beans for the following processes. The sorted beans are then filled into jute or specially designed synthetic sacks ready for transport by container ship to Europe.

In Ibach

## Manufacturing Process

### Cleaning and Roasting

The first process step is cleaning the beans followed by debacterisation at 127 °C using steam. Traditional roasting then occurs slowly and gently in small batches. Roasting times and temperatures are individually determined, depending on the desired roast flavour and bean characteristics.



### Breaking and Grinding

The cooled beans proceed to the breaker, where they are broken into pieces and the shells removed. The small pieces then pass over three pairs of round milling stones in the three-roll mill to achieve a fineness of 25 to 30 micrometres. Finally, the mass is further refined to 15 to 20 micrometres by 150 kg of small ceramic balls in the ball mill.



### Kneading and Rolling

The recipe for dark chocolate is mixed in the kneader: liquid cacao mass, liquid cacao butter, sugar and when the recipe requires, natural Madagascan vanilla. Milk and cream powder are added if milk chocolate is desired. The mass is kneaded for a few minutes and then passes through the pre-roller and fine roller to achieve a fineness close to 16 micrometres.



### Conching

The traditional longitudinal conche releases the hidden chocolate flavours through hours of friction and airing. Conching may take up to 72 hours, depending on the characteristics of the beans and the recipe. Many desirably delicious flavours unfold during the slow build up of heat from the friction.





# The Felchlin Flavour World



## Flavour Intensity



Each couverture displays a unique flavour profile. The sequence and size of the bubble depicts the chronological flavour profile and the intensity experienced during each stage of degustation.



## Cacao Intensity



Every couverture has a specific percentage of cacao. The cacao fruit illustration symbolises the intensity of cacao on a scale from one to 10, one being very mild and 10 extremely intensive. Cacao intensity is not only influenced by the percentage of cacao in the couverture, but also by the origin of the cacao, soil properties and climate.

## Possible Combinations



Combining couverture with other products is an art. We offer suggestions gained through experience to the best combination possibilities such as fruit, nuts, spices and other successful creations.

# Correct Tasting



## See



Examine the piece of couverture you are about to eat with all your senses. Consciously observe its colour, shape and surface.

## Listen



Break the piece of couverture in half and hold it close to your ear as you do. If it makes an audible snap when it breaks, you can assume it is of good quality.

## Smell



To let the aroma of the couverture rise to your nose; it's best to close your eyes and focus on the different notes of the scent. You can also rub the couverture between two fingers to release and smell the fragrance.

## Taste



At last, you may place the couverture in your mouth. Make sure that the couverture you are tasting is at room temperature, allowing you to fully enjoy its flavour. Let the piece slowly melt on your tongue and savour the explosion of aromas.





# Grand Cru

## Our Regions of Origin



### Knowledge The Cacao Tree

- The cacao trees grow between the 20° latitude north and south of the equator.
- The average temperature is about 25 °C.
- The climate is characterised by frequent rainfall and high humidity.
- Direct sunlight reduces yields. The most common shade trees are figs, banana, gum and mango trees.

### Knowledge Origin and Authenticity

- Fine cacao from carefully selected countries and defined regions.
- The cacao comes exclusively from small farmers who work under sustainable and fair conditions.
- Use of Swiss milk powder and Swiss sugar.
- Gentle refinement of the exclusive Grand Cru couvertures.
- Production takes place exclusively in Ibach-Schwyz, Switzerland.







# Grand Cru

«Grand Cru» is a term originally from the world of wine, referring to wines of the highest quality made from particularly premium grapes.

In the chocolate world, the term «Grand Cru» is used similarly to describe couvertures made from the finest cacao beans and distinguished by their exceptional quality.

Key differences between our Grand Cru couverture and a typical regular couverture:

## Cacao Bean Quality

Felchlin Grand Cru couvertures are made from cacao beans sourced from specific plantations or regions known for their exceptional quality. These beans are carefully selected and processed under strict quality controls. In contrast, regular couvertures may be produced from a blend of cacao beans of varying quality and origin.

## Processing Methods

During processing in our manufacturing facility in Ibach, each individual Grand Cru couverture has its own unique recipe. Traditional techniques and utilising the infrastructure, optimally highlights the distinctive flavours and qualities of the cocoa beans. These include individual roasting duration, optimally adjusted conching times (mixing and smoothing the chocolate mass), and careful temperature control throughout the entire production process. Regular couvertures are often manufactured in an industrial manner, with a focus on efficiency and mass production.

## Taste and Aroma

Our Grand Cru couvertures are distinguished by complex flavour profiles that reflect the unique characteristics of the cacao and its origin. They can offer a range of taste notes such as fruitiness, nuttiness, floral tones or spice notes. Regular couvertures tend to have less pronounced flavours and may often rely on the addition of flavourings or other ingredients to enhance or modify their taste.

## The Felchlin Grand Cru Couvertures – since 1999

The special features of Felchlin Grand Cru have stood the test of time and remain valid today.

- We rely on «single bean», which means that we exclusively use one type of bean and do not allow any blends. (The only exception was the anniversary couverture Centenario Concha).
- We only use fine cacao from selected countries and defined regions that meet our requirements and are approved by the Felchlin sensory panel.
- We know the exact origin of our beans and our local producers.
- The processing of the couvertures is designed for a fineness of 16µ. This, like the sensory properties, is checked before the product is released.

These high standards give our Grand Cru couvertures uniqueness and help to achieve unparalleled quality and a purity of taste. The great secret behind the consistent quality of our Grand Cru couvertures lies in the careful selection of the beans, a trained sensory system and precise and meticulous production. Each specific stage of this process is carried out with dedication and precision to ensure that each Grand Cru couverture is a true masterpiece. In addition, because of our company size and our positioning in a niche market, we are able to implement this concept both consistently and successfully.







## Origin

# Venezuela

### One of the Best Cacaos in the World that Thrives in Unusual Conditions

Venezuela is home to the Sur del Lago region in the Maracaibo lowlands, known for its long tradition of cacao cultivation and considered the origin of the cacao tree.



Venezuelan cacao is regarded as among some of the best in the world. It flourishes in the nutrient-rich soils of the foothills of the Andes, in abundant, humid, and moisture heavy vegetation. This fine cacao grows among a wide variety of other plants at higher altitudes, to the south and east of Lake Maracaibo. Some farms are located on volcanic soils, which are exceedingly fertile. Thanks to strict controls and analyses, both with our local farming partners and in our own laboratory, we always ensure the highest quality and unique flavour.

### Maracaibo – Harbour City on Lago de Maracaibo

We named our Maracaibo couvertures after the historic port city, located at the northern end of lake Maracaibo. This inland sea is fed by rainwater from the surrounding Andes and it flows out into the Gulf of Venezuela.

The port city is not only of central economic importance to Venezuela, but also serves as a cultural hub, offering a fascinating blend of history, tradition, and modernity. Maracaibo has a long history that dates to colonial times. The Maracuchos, as the inhabitants of Maracaibo are called, take great pride in their city and cultural heritage. The fusion of Spanish and indigenous influences continues to shape the entire region to this day. After politically and economically challenging times, Venezuela is now moving toward a more positive future. Unemployment and poverty are on the decline and visits to the country, which are of great importance to Felchlin, are now possible once again.



*Venezuela is located in South America, north of the equator, bordered to the north by the Caribbean Sea, to the east by Guyana, to the south by Brazil, and to the west by Colombia.*



*Cacao beans dry on special outdoor surfaces under the tropical sun. A traditional method that is crucial for flavour development and the quality of the beans.*



*Members of the Franceschi company, active in the Venezuelan cacao market since the late 19th century, proudly display the freshly harvested cacao fruits on their Hacienda San José.*

### Our Partner and Direct Cooperation on Site

Max Felchlin AG has been working with the Franceschi family since 2006. The family originates from Corsica and has been one of the principal stakeholders in the Venezuelan cacao market since the end of the 19th century.

The Franceschis manage their own crops, control the quality of the cacao and ship it to Europe. In Venezuela, they have set up their own processing and competence centre with Hacienda San José. The fermentation and drying processes are accurately recorded and the sensory profiles of the cacao for our Maracaibo Couverture chocolates are regularly checked and calibrated in close collaboration with Felchlin.

Although cacao cultivation plays a minor economic role in Venezuela, it is the main source of income for many farmers. Thanks to partners such as Felchlin, who have actively maintained long-distance business relationships even in difficult times, Casa Franceschi has been able to set up Fundación San José. A foundation that invests in the region's development together with other NGOs, by initiating or supporting social, cultural, sporting and professional training projects.



*A worker is planting young cacao seedlings to promote the sustainable cultivation of cacao trees.*



### Video about our local partner

Scan the QR code to obtain a first impression of our partner Casa Franceschi and their employee Alejandro Moreno Durán.



# Maracaibo



## Maracaibo 88%

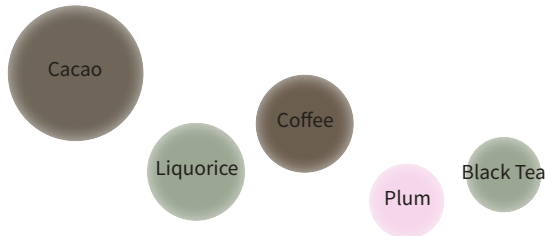
Tasting the highly concentrated Maracaibo 88% is an intensely flavoursome experience.

A powerful cacao is complemented by a liquorice note that fades into a roasted coffee note. The taste is rounded off with a hint of prune. The long-lasting finish is accompanied by a well-balanced black tea aroma.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Pineapple	Caramel	Hazelnut	Ginger	Jasmine	Amaretto
Apricot	Coffee	Almond	Cardamom	Orange Blossom	Cognac
Raspberry	Nougat	Pistachio	Fleur de Sel		Honey
Tangerine			Vanilla		Kirsch
Mango					Mascarpone
lemon					



## Maracaibo Clasificado 65%

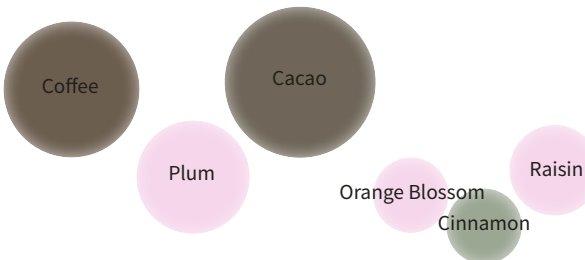
The perfectly balanced combination of coffee and plum aroma complements the distinctive cocoa flavour.

The traditional process brings out the scent of orange blossom and cinnamon. This gives the Maracaibo Clasificado 65% a festive touch, which is underpinned by the slightly sweet sultana bouquet and end with the long finale.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Apple	Coffee	Hazelnut	Cinnamon	Rose	Cream
Pear	Caramel	Almond	Tonka Bean	Lavender	Honey
Strawberry	Black Tea	Pistachio			Kirsch
Mango		Coconut			Mint
Blackberry					Green Tea
Quince					
Lemon					

# Maracaibo



## Maracaibo Créole 49%

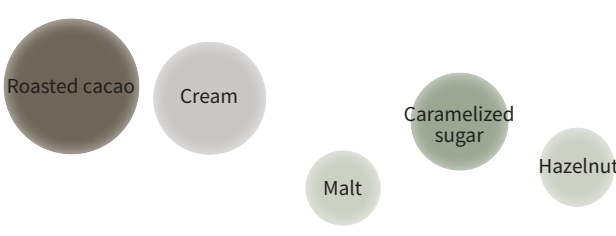
Maracaibo Créole captivates with its velvety texture and delicate notes of cream.

The traditionally gentle processing brings out the light aroma of caramelised sugar and a hint of hazelnut and malt. Its complex and well-harmonised cocoa notes transition into a long-lasting, exceptionally fine melt.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Orange	Caramel	Pistachio	Cayenne Pepper	Lemon Balm	Red Wine
Lime	Coffee	Hazelnut	Chili	Violet	Grappa
Mango	Nougat	Walnut	Ginger		Williams
Quince		Almond	Saffron		Whisky
Plum					Honey
Pear					



## Knowledge Accademia Maestri Pasticceri Italiani: A Beacon of Italian Pastry Craftmanship

Founded in June 1993, the Accademia Maestri Pasticceri Italiani represents the highest level of professionalism in the field of national haute pâtisserie. The experience of pastry chefs, distinguished by their high-quality and professional contributions on a national level, meets exceptional artistic skills applied to the Italian pastry tradition.

The Academy of Italian Master Pastry Chefs embodies the epitome of professional expertise in the realm of top-tier national pâtisserie.

In 2024, Felchlin will celebrate the 20th anniversary of receiving the gold medal for Maracaibo Clasificado 65% for the best couverture in the world.



# Maracaibo



## Maracaibo Criolait 38%

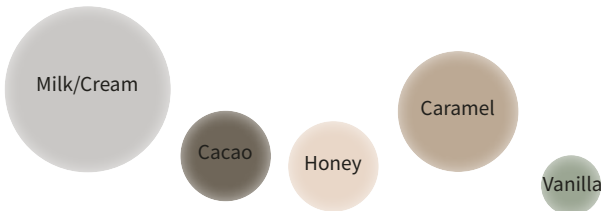
The delectable taste of milk and cream is supported by a subtle note of honey and caramel.

Thanks to the traditionally gentle method, the cacao is perceptible from the start and then fades away with a discreet taste of roasting and vanilla.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Raspberry	Chestnut	Almond	Cinnamon	Lavender	Honey
Apricot	Nougat	Hazelnut	Cardamom	Rose	Marc de Champ.
Quince	Black Tea	Coconut	Saffron	Rosemary	Grand Marnier
Apple	Cream Caramel	Pistachio	Vanilla		Mascarpone
Tangerine		Pine Nut	Pepper		Thyme
Blood Orange					Mint



## Maracaibo Crème 33%

Maracaibo Crème shows its true colours, namely a creamy milk couverture. Accompanying the distinctive whole milk flavours is an enveloping flavour of harmonious vanilla, combined with a wonderful creamy caramel note.

The creamy finish reveals hints of lightly roasted almonds.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Banana	Caramel	Hazelnut	Vanilla	Elderflower	Williams
Lemon	Black Tea	Almond			Kirsch
Pineapple		Pistachio			Champagne
Bergamot					
Sour Cherry					







Origin

# Ecuador

## An Iconic Product with Historical Significance

After Ecuador's independence from Spain in 1830, many wealthy families, who were also known as «Grandes Cacaos», devoted themselves to cacao. The plantation system was expanded, large agro industrial production units became the norm and by the end of the 19th century, Ecuador was the world's largest exporter of cacao.

In the 1920s, pests and diseases of the cacao trees together with the lack of means of transport, and the effects of the First World War led to a sharp decline in production. Cacao exports collapsed, leading the country into a severe crisis, though through the development of other agricultural sectors, the cultivation of the more disease-resistant cacao variety CCN 51 and targeted government support measures, the country slowly recovered.

Seen in a historical context, it is not the quantity of exported cacao but the production of high-quality beans that has been the decisive factor in allowing Ecuador to play an important role in the international cacao trade. According to official statistics, Ecuador is by far the largest producer of fine cacao, with a market share of about 70% and with the most widespread variety of fine cacao in Ecuador being Arriba Nacional.

During colonial times, cacao was transported down the Guayas River system to the port city of Guayaquil, which is why this cacao was called «Arriba» (Spanish for «above»).



*Ecuador is a country on the west coast of South America, located on the equator. Its diverse landscape includes the Amazon rainforest, the Andean highlands and the Galápagos Islands, known for their rich wildlife.*



Mareike Toulas, CFO and Thomas Truttmann, CEO, during their last visit to the Kallari cooperative.

## Our Partner and Direct Collaboration on Site

The APROCANE cooperative is an association of around 300 cacao producers situated in the province of Esmeraldas in northern Ecuador.

The local Afro-Ecuadorian population lives in harmony with nature and understands how to reap the benefits of the hot and humid climate and its luxuriant vegetation. The extensive variety of exotic fruits and plants and the immense knowledge about nature and its inhabitants help the people to lead a contented life despite having only very limited resources.

The farmers of the APROCANE cooperative are strongly affiliated and live closely together with one another. Collectively they can earn both fair prices for their products and exchange ideas about the challenges in cacao cultivation.

Kallari is an associative, integrative organisation of about 850 small farmers from the Tena area in the Napo province on the eastern side of the Andes in Ecuador. The cooperative was founded in 2003 with around 100 farmers, with the aim of improving the living conditions of all members and preserving the ecological and cultural diversity of the region.

Since 2004, Felchlin has been regularly visiting the cooperative and giving valuable advice on the cultivation and processing of cacao. Among other things, fermentation and drying have been centralised, which has contributed significantly to increasing both the yield and the quality of the cacao.

Kallari has developed and implemented a unique drying system in which warm air generated by solar panels flows evenly and gently under the cocoa beans to dry them.





# Arriba



## Arriba 72%-72h

The cacao flavour is enhanced by the intense coffee and liquorice notes, making the Arriba an unforgettable experience for the senses.

The traditionally gentle process brings out the strong dried plum bouquet, which is complemented by a light, almost floral cassis note on the lingering finish.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Plum	Caramel	Coconut	Fleur de Sel	Orange Blossom	Vieille Prune
Tangerine	Nougat	Hazelnut	Vanilla		Honey
Raspberry	Roast. Almond	Almond	Sage		Olive Oil
Orange	Coffee	Pistachio	Pepper		Champagne
Lemon			Ginger		
Passion Fruit			Coriander		
Calamansi			Chili		

## Knowledge

### The Indigenous Kichwas and Their Chakras



The chakra system is the traditional cultivation method of the indigenous Kichwa communities in the Amazon region. In the forest gardens, in addition to cacao up to 100 other plants and tree species are cultivated, serve as additional sources of income for the farmers with around 62% of the cacao farmers being women.

The chakra system is more resistant to the effects of climate change, it maintains soil fertility and does not entail the use of chemical fertilisers and pesticides. In this natural environment, which is in ecological balance, the fine cacao thrives in the best possible conditions.

# Rio Huimbi



## Rio Huimbi 62%

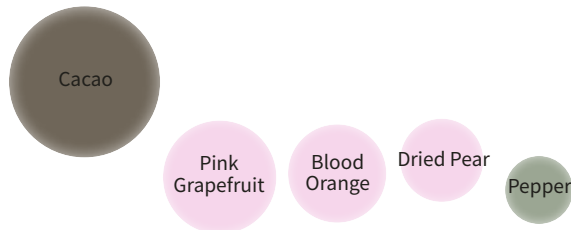
The balanced and finely fruity cacao flavour leaves its first impression on the palate. Ripe pink grapefruit and blood orange notes elegantly convey freshness and fruitiness until they are overtaken by the unmistakable aromas of dried pears.

The long finish is characterised by the delicate pepper tones, which end gently and silkily.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Strawberry	Caramel	Hazelnut	Vanilla	Cherry Blossom	Grand Marnier
Pear		Pistachio	Fleur de Sel		Honey
Orange		Almond	Liquorice		Mascarpone
Blackberry		Pecan			Yogurt
Raspberry					Whisky
Plum					Green Tea
					Moscato



## Rio Huimbi 42%

The initial flavour of this milk couverture is heavily influenced by the cacao, which is followed and complemented by pleasant full milk notes.

This concludes in turn with an interplay and overarching taste of caramel and discreet malt flavours. The lingering finish reveals a delicate, nutty butter aroma with a barely perceptible and complementary sweetness.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Lemon	Nougat	Almond	Pepper	Alpine Herbs	Honey
Mango	Marzipan	Hazelnut	Saffron		Mascarpone
Pear	Caramel	Pistachio	Vanilla		Curd Cheese
Strawberry	Coffee	Pecan	Coriander		Absinth
Banana		Coconut	Nutmeg		Grappa
Apricot			Ginger		Rum
			Lemongrass		





Origin

# Bolivia

## Wild-Growing Cacao – a Bolivian Rarity

In the lowlands of the Department of Beni, near the Brazilian border, the unique wild cacao Beniano Silvestre grows wherever nature has formed slight elevations in the flat landscape. After heavy rains, water stands on the plain for weeks because the terrain—a vast savanna without a natural gradient—cannot drain the rainfall. The small raised tracts then protrude from the floods as green jungle islands and form oases of tropical forest. It is precisely there, far from any plantation, that the wild-growing cacao trees flourish undisturbed in their natural environment.

## Indigenous Peoples – Gatherers of Wild Cacao

Wild cacao is traditionally gathered by indigenous families from the municipality of Baures, who regularly set out on foot, by boat, or by motorcycle to reach remote harvesting areas. Deep in the rainforest, they divide the work among themselves: together they harvest the ripe cacao pods, remove the beans, and ferment them directly on site to develop their full aroma. The beans are then carefully dried in the tropical sun. Typically, the gatherers stay in the forest for about two weeks before returning to Baures with the dried wild cacao and selling the beans to local buyers. This harvest takes place only a few months each year—usually from late December to March, the Bolivian summer. Outside the harvest season, the cacao plants are left entirely to grow naturally, without any cultivation or care. During this time the wild trees are neither fertilized nor pruned and thus grow completely naturally in the rainforest.



*Bolivia is a country in central South America with a diverse landscape that ranges from the Andes and the Atacama Desert to the rainforest in the Amazon Basin.*



### Video about our local partner

Scan the QR code to obtain a first glimpse of the breathtaking flora where wild cacao grows.



Knowledge about fermenting and drying the beans is passed down from generation to generation. Since the cacao islands are common property of the indigenous community, every community member is permitted to harvest the wild growing fruits. In recent years, the increasing trade in wild cacao has noticeably improved the quality of life for local families. Working with cacao provides an income without having to leave their ancestral homeland. On the contrary: the traditional way of life is deeply rooted, and the community takes pride in sharing such a special cacao specialty from their homeland with the world. New tracks and dirt roads have somewhat facilitated travel to the scattered «Cacaotales» (Cacao islands), yet each harvesting trip remains a small adventure through difficult terrain.

## Our Partner and Direct Cooperation on Site

Max Felchlin AG has been sourcing wild cacao from Bolivia since 2005. And from Sumar Ltda., owned by the Vacaflores family, since 2014. This collaboration is extremely successful, and the quantities purchased have steadily increased in recent years. On site, Sumar Ltda.'s buyers oversee the procurement of the cacao beans and check the quality. Cacao is part of the daily food component for the local population and over generations knowledge of the fermentation and drying process have been passed on. Sumar Ltda. further helps with its industrial know-how and also with careful consideration for the local conditions, which helps to gently optimise the processes even further. Globally unique wild cacao is a niche product and is often associated with Felchlin under this name. As the wild cocoa beans are very small, there is a loss of over 35% during processing in the factory in Ibach, which is considerably higher than with normal beans. All in all, this is a great effort, but one that is definitely worthwhile and also has a positive effect in the region of origin.



*A wild cacao collector at work.*



# Bolivia



### Bolivia 68%-60h

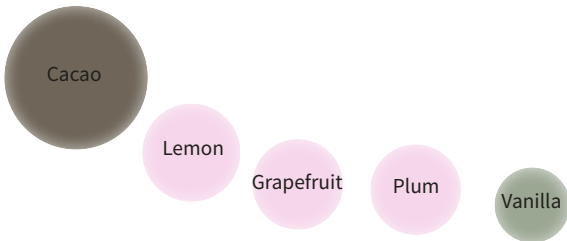
The rich, harmonious cacao flavour is complemented by the freshness of lemon and the fruitiness of grapefruit.

The traditional process teases out the exquisite bouquet of prunes and vanilla. The pleasantly fruity acidity and the lingering finish make this Grand Cru couverture an unforgettable experience.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Cherry	Marzipan	Almond	Vanilla	Cherry Blossom	Grappa
Banana	Caramel	Hazelnut	Fleur de Sel		Honey
Pineapple			Ginger		Gin
Tangerine			Cinnamon		Amaretto
Plum			Clove		Kirsch
Grapefruit					Yogurt
Blackberry					



### Bolivia 45%-60h Lait de Terroir

The pleasantly fruity wild cacao flavor opens the sensory experience of this noble milk couverture. A clearly perceptible cream note of mountain meadow milk is complemented by a subtle taste of intense caramel and forest honey.

The properties of the mountain meadow milk give this couverture a balanced sweetness and a lingering finish, which is accompanied by a slightly spicy vanilla note.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Banana	Caramel	Almond	Vanilla	Orange Blossom	Whisky
Tangerine	Coffee	Hazelnut	Fleur de Sel		Kirsch
Orange	Marzipan	Pecan	Nutmeg		Cognac
Lemon		Macadamia Nut	Tonka Bean		Rum
Apricot		Walnut	Cardamom		Cointreau
Mango					

# Bolivia



### Cacao Fruit Couverture

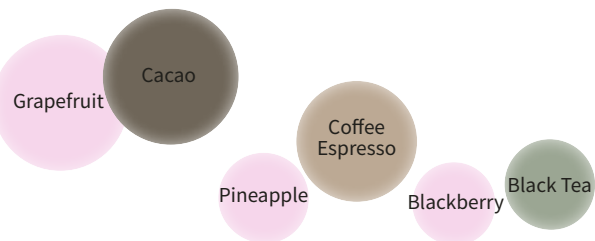
The stylish, strong cacao is infused with bold and multi-layered fruity notes.

The traditional process brings out the richly fruity bouquet of grapefruit, pineapple and blackberries, while enhancing the delicate roasted notes of espresso. Accompanied by harmonious black tea, the long-lasting finish makes this quite exceptional and rather surprising Grand Cru couverture an unforgettable experience.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Cacao Fruit Juice	Caramel	Coconut	Liquorice	Hibiscus	Rum
Orange	Coffee	Almond	Rosemary	Geranium	Honey
Grapefruit	Roasted Almond		Fleur de Sel	Quince	Sauternes
Mango				Lavender	Mulled Wine
Pineapple				Orange Blossom	

## Anniversary Couverture (Blend Venezuela, Ecuador and Bolivia) – 100 Years of Felchlin



### Centenario Concha 70%-48h

An intense black tea swirls around this robust cacao.

Traditional refining in the conche produces a mélange of fruity, dried plums, a mildly sweet, still slightly green banana and a refreshing orange. The spicy touch of dried vanilla bean brings the combination of these three fine cacaos to a long-lasting conclusion.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Orange	Caramel	Hazelnut	Fleur de Sel	Cherry Blossom	Honey
Apricot	Marzipan	Almond	Vanilla		Kirsch
Banana	Coffee				
Peach					
Lemon					
Cherry					





Origin

# Costa Rica

## Extraordinary Flora and Fauna

Costa Rica boasts extraordinary flora and fauna. The political context of the country, along with its success in the tourism sector, has contributed to the preservation of biodiversity. This exceptional diversity is attributed to Costa Rica's geographical location between North and South America, which facilitates animal migration.



*Costa Rica is a rugged, rainforest-covered country in Central America, with coastlines along the Caribbean Sea and the Pacific Ocean.*

The oceanic influences of the Pacific Ocean and the Caribbean Sea, each with its own climate, also play a role. Due to the tropical climate and topographical conditions, cacao cultivation is possible in all regions of the country. However, the export of cacao plays a minor role in Costa Rica's economy; more important are bananas, pineapples and coffee, as well as products from the high-tech industry.

## Cacao as a Research Object

An important role both in the development and promotion of sustainable agriculture in Costa Rica is played by CATIE (Centro Agronómico Tropical de Investigación y Enseñanza), the Centre for Tropical Agricultural Research and Higher Education in Turrialba. The aim of the institution is to combine both research and education and to ensure the transfer of knowledge and technology. Among other things, the research centre is working on improving the virus resistance of cacao fruits, developing new quality profiles as well as a better adaptability of cacao to climate change. CATIE also works together with the IICA (Inter-American Institute for Cooperation on Agriculture) in various Latin American countries on diverse projects whereby they aim to contribute to reducing rural poverty and establishing a sustainable use of natural resources.



### Video about our local partner

Scan the QR code to gain insight into how cacao is harvested and processed in Costa Rica.



*Employees of the «Finca la Amistad» opening cacao pods.*

## Our Partner and Direct Collaboration On Site

The «Finca la Amistad» is a 95-hectare farm in northern Costa Rica. On half of this biodiversity-rich area, the finest Trinitario cacao variety is cultivated in mixed cropping.

The family business was founded by Ernst and Ruth Brugger and is now managed by their son Simon. In addition to cacao cultivation and processing, there is a lodge with accommodations for tourists.

The finca can count on long-standing and experienced employees who carry out all the necessary processing steps with the utmost care, from harvesting to fermentation in wooden crates to the drying stage. This yields an extraordinarily aromatic cacao.

The flavours of cacao are diverse and possess countless nuances. Much like grapevines, there are many different varieties of cacao trees that produce distinct flavours. At La Amistad, approximately 30 selected varieties of Trinitario fine cacao are planted.

All processing steps are managed and controlled in-house. Care is crucial at every stage, especially during fermentation and drying, as this is where the diverse flavours develop. Experienced workers hand-pick the ripe fruits and open them with machetes.

«Finca la Amistad» relies on an ecological and diversified cultivation method. The unwavering belief is that a healthy ecosystem is essential for the quality of the cacao and which in turn leads to the protection of the rich biodiversity on the farm and in the region. The family also maintains a network with smallholder cacao farmers in the area, supplying them with cacao seedlings and training them in tree care and harvesting. There is a regular exchange of ideas with employees, partners, customers and scientists, which contributes to a constant improvement in quality in an economic, social and ecological sense.



*Finca employees controlling the quality of the cacao beans.*





Costa Rica 70%-72h

The Costa Rica couverture opens with a balanced, mild cacao flavour and, thanks to traditional processing, has a subtle fruit acidity.

The result is the benevolent resonance between a naturally fruity blackberry and the sweet, yellow-green banana. Vigorously roasted hazelnuts usher in the languorous finish, which is rounded off by a spicy, woody green coffee.



Costa Rica 40%-36h

The balanced milk couverture with a harmonious cacao is surrounded by a pleasant milk note.

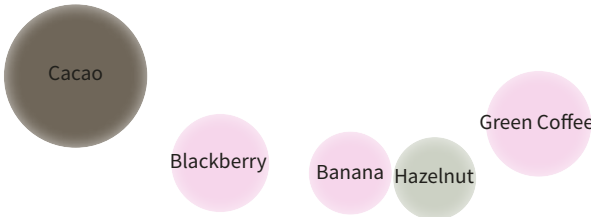
The taste of roasted almonds is rounded off with mild honey. A sweet, ripe banana is noticeable in the finish, which brings the sensory experience of this milk couverture to a finale.

Costa Rica

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Apricot	Coffee	Almond	Vanilla	Orange Blossom	Whisky
Banana	Caramel	Hazelnut	Pepper		Tea
Orange		Pistachio	Fleur de Sel		Olive Oil
Mango		Pecan			Kirsch
Raspberry		Macadamia Nut			Champagne
Tangerine		Walnut			
Pineapple					

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Tangerine	Coffee	Hazelnut	Vanilla	Clover	Rum
Banana		Almond	Tonka Bean	Geranium	Cognac
Lime		Pistachio	Fleur de Sel	Dandelion	Rice
Passion Fruit		Coconut			Honey
Orange					Tea
Mango					





Origin

# Dominican Republic

## Cacao Production in Harmony with Nature

The cacao plant was introduced to the island of Hispaniola (today's Dominican Republic and Haiti) by the Spanish in the early 17th century. A few decades later, the French promoted cultivation by bringing new cacao varieties from their other colonies to the island. In the mid 19th century, an industrialized smallholder cacao farming system took hold, turning cacao into an important export commodity for the Dominican Republic.



*The Dominican Republic is a Caribbean country located on the island of Hispaniola, the western part of which is occupied by Haiti.*

1980s onward, Dominican producers systematically adopted this fermentation to meet international demand for high quality cacao.

Cacao cultivation in the Dominican Republic is traditionally practiced in harmony with nature: cacao plants generally thrive in mixed cropping under the shade of citrus, banana, and avocado trees. This sustainable approach dispenses with herbicides and chemical fertilizers, making Dominican cacao ideally suited to organic certification. Today, the Dominican Republic is the world's largest exporter of organically certified cacao.

## Our Partner and Direct Collaboration on the Ground

In 1889, Swiss emigrants founded the Elvesia estate in the north-east of the Dominican Republic. Colloquially, the estate is still called "Hacienda Elvesia" today. Since 2006, Max Felchlin AG has worked with the hacienda, which employs around 30 people and is well managed by its long standing manager, Ramon Lopez.

In what was then the largest cultivation area in the Caribbean, cacao beans of the Criollo variety were primarily grown. Criollo is considered the finest of all cacao varieties, as its beans contain few bitter compounds (polyphenols) and have low acidity. Because this cacao is not grown in monocultures but only in mixed plantings to provide shade, the beans develop pleasant second-



ary aromas that, depending on the strain, can be reminiscent of nuts, caramel, wild berries, or tobacco.

All farm management follows the principles of sustainable agriculture in harmony with nature. The team processes the cacao on site, using traditional methods, up to the drying stage. Fermentation takes place in wooden boxes, where the beans undergo a three stage process. Regular turning of the cacao in the boxes ensures uniform quality. After fermentation, the beans are dried on covered wooden tables.

We source exclusively certified organic cacao from the Dominican Republic.



*After fermentation, the cacao beans are dried in the sun.*



Until the late 1980s, Dominican cacao had a poor reputation on the world market, as the beans were usually not fermented. The unfermented beans—known as Sanchez cacao—are dried immediately after harvest, which results in hardly any fine aromas.

High quality Hispaniola cacao, by contrast, is fermented for about 3 to 7 days after harvest and only then dried in the sun, allowing much more complex flavour nuances to develop. From the late



Dominican Republic



Elvesia Rep.  
Dom. 74%-72h

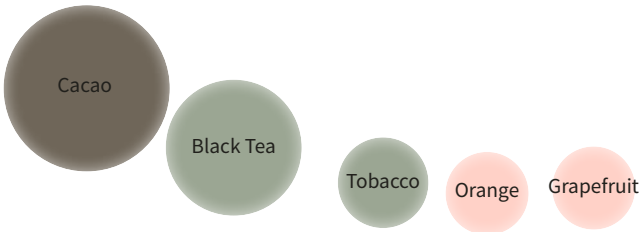
The stylish, bold cacao is surrounded by the delicate tones of black tea and enhanced by a mild tobacco note.

The traditionally gentle processing provides the couverture with a fruity finish, which, heralded by refreshing orange aromas, is rounded off by a grapefruit finale. This couverture is certified by the Bio Suisse organic farmers' association.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Apricot	Caramel	Almond	Peppermint	Orange Blossom	Olive Oil
Banana	Nougat	Pistachio	Vanilla		Flaky Wafers
Orange		Hazelnut	Fleur de Sel		Williams
Raspberry		Pine Nut			Honey
Lemon					Rum
Melon					Red Wine



Dominican Republic



Elvesia Rep.  
Dom. 42%-30h

A harmonious cream caramel swirls around the mild chocolate flavour with the slightly tart note of Elvesia Cacao.

A hint of ripe bananas subtly emerges from the traditionally gentle process. The lingering finish is underpinned by hints of spicy vanilla and malt. This couverture is certified by the Bio Suisse organic farmers' association.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Orange	Smoke	Hazelnut	Cinnamon	Orange Blossom	Tobacco
Lemon			Nutmeg		
Calamansi					
Lime					
Yuzu					



Dominicana  
Blanc 36%

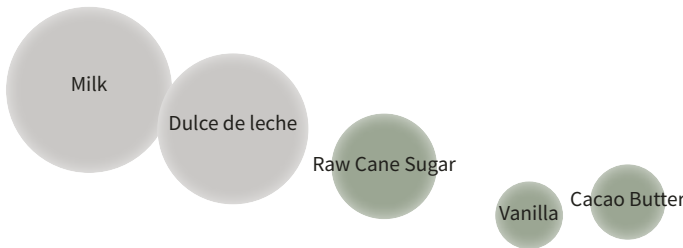
White Grand Cru couverture made from organic Swiss whole milk powder and organic cacao butter from the Dominican Republic.

An intense aroma of milk and the pleasantly sweet taste of dulce de leche defines the tone, before the distinct character of raw cane sugar comes through. Light notes of vanilla and the delicate flavour of high-quality cacao butter resonate in a creamy finish.

Milk Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Orange	Caramel	Almond	Vanilla	Green Tea	Pandan
Passion Fruit		Hazelnut	Cinnamon		Rum
Sudachi		Macadamia Nut	Curry		





Origin

# Grenada

## Spice Paradise in the Caribbean

Grenada is a small island state in the Caribbean and the southernmost island of the Lesser Antilles. The island is of volcanic origin and has fertile soils with the tropical climate favouring the cultivation of various products. Grenada is renowned for its spices and is the leading producer of cinnamon, cloves, ginger, and nutmeg. Tourism also plays an important role in Grenada's economy.

Cacao was introduced with the arrival of the Europeans in the 17th century. Larger cacao plantations developed whereby the export of the product became increasingly important and in 1964 the Grenada Cacao Association was founded, which is responsible for regulating and controlling the production, processing and marketing of cacao throughout the country. The co-operative also maintains a tree nursery where «Grenada Selection» cacao trees are grown. In addition, this helps to counteract the risk of hurricanes destroying the plantations.



*Grenada is a Caribbean country that includes the main island of the same name as well as several smaller surrounding islands. Due to its numerous nutmeg plantations, the hilly main island is also known as the «Spice Island.»*



Cultivation of new cacao trees.

## Extensive Tree Planting

The basis of the «Grenada Selection» cacao consists of a targeted selection of 16 mother trees. These were selected for the intense flavour of the cacao they produce and are optimally adapted to the different types of soil present in Grenada. Additionally, they are optimally adapted to the various and sometimes challenging soil types of the Caribbean island of Grenada, which significantly contributes to the quality of the end product.

To cultivate new cacao trees, a special vegetative propagation method is used: branches are taken from selected mother trees and planted in the soil. After a few weeks, these branches begin to take root, and small cacao plants sprout that are carefully nurtured. This process requires patience and care, as it takes about six months for the young cacao plants to become strong enough to be transplanted to the farmers' fields.

The great advantage of this unique process is that the Grenada Cocoa Association then allocates the trees to the farmers according to the characteristics of the soil on their land and thus directly controls the quality of the cacao throughout the island.

## Our Partner and Direct Collaboration on Site

We have been sourcing cacao from Grenada since 2006. Over 7,000 farmers cultivate cacao throughout the island and they are organised by the Grenada Cocoa Association, which is managed by Andrew Hastick. He is responsible for quality control, ensuring the availability of cacao and organising its export. The central cacao processing in the two centers of Carlton and Mount Horn produces premium quality cacao and the farmers benefit from the mutual exchange of knowledge and the regulated purchase agreement conditions.





# Grenada



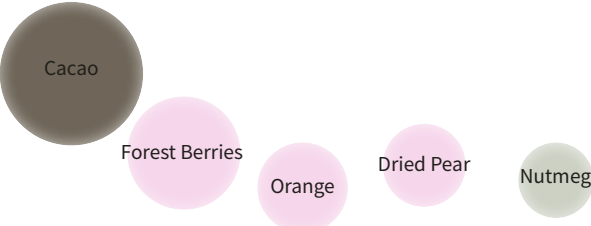
## Grenada 65%

A strong, intense cacao introduces the sensory experience of Couverture Grenada 65%. The traditionally gentle processing yields an overwhelming fruit bouquet with the variety of wild berries and the natural freshness of orange. A balanced dried pear note ushers in a long-lasting finish, rounded off with a subtle hint of nutmeg.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Apricot	Caramel	Hazelnut	Vanilla	Cherry Blossom	Mascarpone
Orange	Coffee	Almond	Cinnamon		Kirsch
Raspberry	Chestnut	Pecan	Nutmeg		Whisky
Pineapple		Coconut			Beer
Blackcurrant		Bitter Almond			Champagne
Blueberry					Cognac



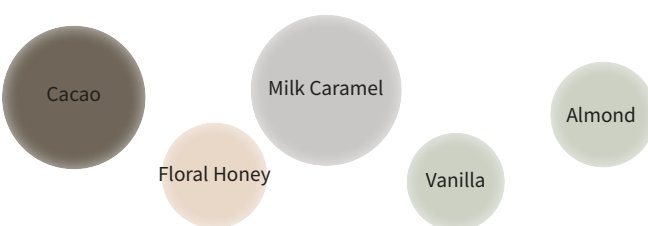
## Grenada 38%

A well-balanced cacao note is combined with a sweet fruity blossom honey in this sophisticated milk couverture. The flavour is rounded off with a harmonious milk caramel, accompanied by a mild, slightly spicy, sweet vanilla note in the finish.

### Cacao Intensity



### Flavour Intensity



### Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Lime	Caramel	Almond	Vanilla	Melissa	Marc de Champ.
Apricot	Marzipan	Hazelnut	Cinnamon	Rose	Amaretto
Orange	Espresso	Pistachio	Fleur de Sel	Cherry Blossom	Honey
Mango	Chestnut				Cognac
Tangerine	Nougat				Rum
Raspberry					Yogurt
Quince					Whisky







Origin

# Entlebuch

## Biosphere in the Heart of Switzerland

The UNESCO Biosphere Entlebuch lies in the heart of Switzerland and includes an area of 397 km<sup>2</sup>. Almost 17,000 residents live in the municipalities Romoos, Doppleschwand, Entlebuch, Hasle, Schuepfheim, Escholz matt-Marbach and Fluehli.

The Entlebuch is a place where nature invites you to relax in its purest form. Amid unspoiled landscapes, one can enjoy tranquility and unwind.

Particularly unique is the interplay of moorlands, dense forests and gentle hills, which creates a special atmosphere of slowing down. Here, you can immerse yourself in the silence of the surroundings on nature-friendly paths or take a deep breath in one of the moor areas. The region is a retreat for those who wish to recover from everyday life in the unique nature and fully enjoy the beauty of the landscape.

The green fields that have been farmed for generations in a traditional and gently cultivated manner. The Biosphere Entlebuch was declared the first biosphere reserve in Switzerland by UNESCO in 2001 and it is internationally recognised as a model region for sustainable development, innovation and networking.



*The Entlebuch is the main valley of the Kleine Emme, covering 397 square kilometres, located between Bern and Lucerne in the canton of Lucerne, Switzerland.*

Our couvertures combine the fine flavour of the finest cacao beans with the unique quality of mountain hay milk from the UNESCO Biosphere Entlebuch. Mountain hay milk is an incomparable natural product that stands out due to its traditional production, making our couverture a truly special taste experience.

## Highest Quality Due to Traditional Feeding

Farmers in Entlebuch produce their meadow milk conscientiously and with loyalty to their region. In accordance with the long-standing regional tradition, the cows will graze in fields of fresh grass in summer and then are fed the same grass that has been dried in the sun in the winter. The quality, natural feed is thereby reflected in the high quality of the milk. Treatment of the animals is also as in harmony with nature: regular freedom to roam and a limited number of cows in the barn ensure they feel at ease. In addition to the feed and milk production, careful processing is also of paramount importance for the flavour of the milk in the couverture. The mountain hay milk from the Entlebuch is dried in its natural state, without homogenisation and with reduced thermal stress. Therefore, it retains its valuable properties and is then processed together with other ingredients to obtain the finest Felchlin couverture.



## Our Partner and Direct Collaboration on Site

The Entlebuch farmers are organised into various milk cooperatives and in 2014, these cooperatives founded the Biosphere Market AG as a joint marketing organisation. It markets the premium-quality raw materials and products from the UNESCO Biosphere Entlebuch and has collaborated with Felchlin since 2014. The organisation is affiliated with 140 farms that keep a total of around 3,000 cows.

We place great importance on regionality and sustainability. One of our valued partners is the Romoos farm, run by master farmer Erich Unternährer. Erich took over the farm from his father in 2003 and has since passionately focused on traditional mountain hay milk production. With his nature-friendly farming practices, he guarantees not only the welfare of the animals but also the high quality of the mountain hay milk that we use for our couverture.

Through close collaboration with partners like Romoos farm, we can ensure that our couverture not only has an excellent taste but is also produced sustainably and under the best conditions. The origin of our ingredients is important to us – and the mountain hay milk from the Entlebuch Biosphere is at the heart of some of our products.



*Regular access to the lush meadows ensures the well-being of the cows.*



## Video about our local partner

Scan the QR code to learn more about the unique mountain hay milk.







Opus Lait 38%  
Lait de Terroir

Grand Cru couverture with mountain meadow milk from the Entlebuch Biosphere and finest cacao from Sambirano, Madagascar.

The mountain pasture milk couverture opens with a rich taste of fresh milk. The creamy, delicate melt reveals a well-balanced cacao accompanied by warm notes of forest honeysuckle. A hint of ripe, sweet pear introduces the lingering finish, which luxuriously fades into fine cream caramel.



Opus Blanc 35%  
Lait de Terroir

Grand Cru Couverture with mountain meadow milk from the Entlebuch Biosphere and cacao butter from the Dominican Republic.

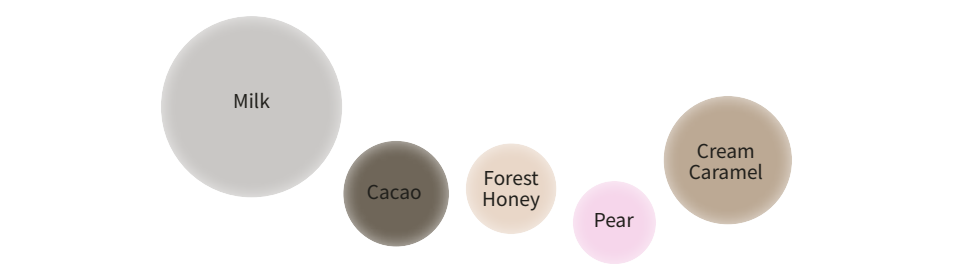
Fresh milk and the finest cream have pointed the way from the very beginning. The pure milk flavours are accompanied by fine meadow blossom honey thanks to the creamy smoothness of the white mountain hay milk chocolate. Unobtrusive, mild notes of marzipan herald the finish, which lingers in the mouth with a characteristic flavour of mild vanilla.

Entlebuch

Cacao Intensity



Flavour Intensity



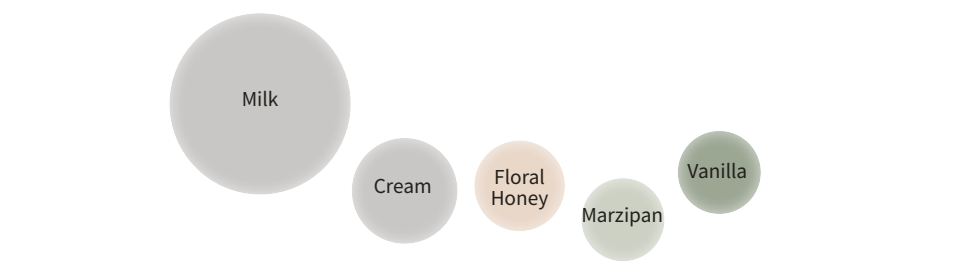
Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Quince	Caramel	Almond	Cinnamon	Quince	Honey
Lemon		Hazelnut	Vanilla		Kirsch
Mango		Pistachio			
Passion Fruit					

Milch-Intensität



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Raspberry	Coffee	Almond	Vanilla	Rose	Amaretto
Peach	Caramel	Hazelnut	Fleur de Sel	Lavender	Green Tea
Lemon		Pistachio		Geranium	Yogurt
Orange		Coconut		Verbena	
Passion Fruit					





Origin

# Madagascar

## Nutrient-Rich Soils for the Highest Quality Cacao

Madagascar, the fourth largest island in the world, is not only known for its unique fauna and flora, but also for its cacao cultivation. The history of cacao in Madagascar dates back to colonial times, when the French occupied the island and introduced the cacao tree.



The natural conditions on Madagascar, the tropical climate and the fertile soil offer optimal conditions for the growth of the cacao trees. Most of the cacao is grown on small farms run by farming communities. Most of the plantations are located in the north of the island, in the Ambanja region, in the valley of the Sambirano River.

Madagascar plays a significant role in the world market as an exporter of high quality cacao, although its share is relatively small compared to other countries. The reason for this is that Madagascar cacao enjoys an excellent reputation due to its unique flavour profiles. The intense and aromatic fruit and floral notes make it one of the highest quality cacao in the world.



*Madagascar is a vast island nation off the southeastern coast of Africa. It is home to thousands of animal species, such as lemurs, that are found only in Madagascar, as well as rainforests, beaches and reefs.*



### Scan the QR code

Let yourself be enchanted by nature in Madagascar and gain insights into the health project «Salama Mateza».



## Our Partner and Direct Collaboration on Site

The partnership between Max Felchlin AG and Philippe Mena's Sambirano SA has existed since 2005. Over the past years, a friendship has developed alongside the business relationship, which makes this collaboration unique. Regular reciprocal visits to Madagascar and Switzerland underline this.

Sambirano SA works locally with the cooperatives Sambirano Mateza and Bio Sambirano, which represent around 945 farming families. They are located in the Sambirano region, which takes its name from the river of the same name that flows through the region. The cooperatives grow cacao on around 1,000 hectares according to the strictest quality and sustainability criteria, which is certified by Bio Suisse and Fairtrade, among others.



*Our long-time partner, Philippe Mena, Managing Director of Sambirano SA.*

## Knowledge

### Investment in Social Projects

In addition to the production of cacao, Sambirano SA is also committed to improving the living standards of its farmers in general and invests a large part of its profits in social projects. These are based on a three-pillar principle:

- Achieve a better cacao price due to the high quality and organic and Fair Trade certifications.
- To increase the second income by improving productivity and cultivating additional products.

- Reducing direct expenses by subsidising school kits, energy-saving stoves and lamps, and reducing costs in the health sector.

Felchlin regularly participates in such projects and appreciates that the needs are raised locally and have a lasting effect.





Madagascar



Sambirano 68%

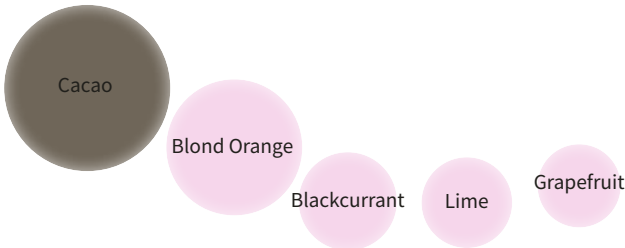
The intense, rich cacao flavour is characterised by a unique fruit bouquet of blonde orange, cassis, lime and a hint of grapefruit.

The refreshing and multi-layered fruit acidity sets this Grand Cru couverture apart from others.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Blackcurrant	Coffee	Hazelnut	Vanilla	Cherry Blossom	Agricultural Rum
Strawberry	Meringue	Almond	Black Pepper	Rose	Honey
Blackberry	Nougat	Sesam	Clove	Lavender	Kirsch
Orange		Coconut	Coriander	Hibiscus	
Blackcherry			Nutmeg		



Sambirano 40%

An intense marzipan note reveals the spectrum of flavour of this sweet milk couverture, followed by flavours of whole milk and cacao.

The lingering finish is ushered in by a harmonious cream caramel and is characterised by gentle orange blossom honey.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Lemon	Caramel	Almond	Vanilla	Elderflower	Champagne
Orange	Almond	Pine Nut	Fleur de Sel	Scarlet Beebalm	Florentine Biscuit
Blackcurrant	Marzipan	Pecan	Tonka Bean	Orange Blossom	Honey
Yuzu		Hazelnut	Cinnamon		Grand Marnier
Apricot					
Mango					

Madagascar



Madagascar 64%-72h

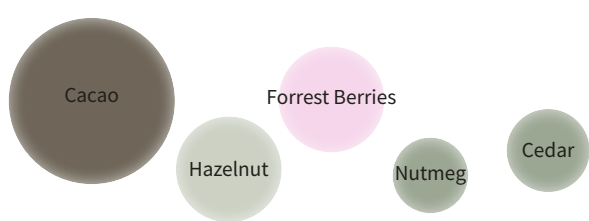
The balanced, fruity cacao, combined with a light hazelnut roast aroma, is captivating with its fresh note of wild berries.

The traditionally gentle process harmoniously brings out the subtle fruit acidity, complemented with hints of cloves and cedar, over a long finish.

Cacao Intensity



Flavour Intensity



Possible Combinations

Fruity	Roasted	Nutty	Spicy	Flowery	Others
Strawberry	Nougat	Coconut	Fleur de Sel	Cherry Blossom	Kirsch
Apricot	Marzipan	Almond	Ginger	Nasturtium	Honey
Pear	Caramel	Hazelnut	Vanilla		Balsamic Vinegar
Quince					Grand Marnier
Cherry					Cognac
Peach					
Mango					







## Other Important Raw Ingredients for our Grand Cru Couvertures

### Cacao Butter



Cacao butter plays a central role in the production of our chocolate couvertures. It is responsible for consistent crystallisation properties and an optimal melt, in addition to influencing the viscosity of our products.

We use only high-quality cocoa butter that has been pressed, refined, and deodorised (neutralised).

The cocoa butter processed at Felchlin must meet high quality standards. This means consistent crystallisation properties (melt) to meet the artisanal requirements of our professional customers. Additionally, it must be free from sensory defects and should not show any colour variations. Our internal controls are very strict in this regard, and each delivery is inspected for its properties for about two hours before being pumped.

### Sugar



Sugar is an important ingredient in practically all our products. Of course, we use Swiss products wherever possible when purchasing this raw material.

For conventional sugar, only sugar beet from Switzerland is processed. In the case of organic sugar, the beet comes from Germany due to lack of availability. The sugar is always produced in Switzerland, which is why it can be called «Swiss sugar».

We use organic raw cane sugar in some of our products. This comes from Paraguay and Argentina, because no sugar cane grows in Switzerland. No synthetic pesticides or artificial fertilisers are used in the cultivation of organic cane sugar, which benefits the long-term soil quality and biodiversity.

### Milk and Milk Powder



Switzerland is famous for its excellent dairy products and Swiss milk chocolate has its worldwide devotees. This is why it is important for Felchlin to source the milk powder exclusively from Switzerland.

The quality of milk powder has a significant impact on the taste and melt of white and milk chocolates. The principle holds true: for the best couvertures, the best raw materials are needed.

We use only milk powder sourced from Switzerland. We even take it a step further. We procure the milk for our chocolates not only nationally but primarily regionally. At least 75% of the processed milk powder comes from a radius of just 30 kilometres around our factory. In other words, it's the milk from local farmers whose cows graze on nearby pastures in the nearby vicinity.

### Vanilla



For our couvertures, we only use high-quality bourbon vanilla from Madagascar. Our vanilla originates from three cooperatives in the Mananara Biosphere Reserve in the north-east of Madagascar.

The production of a vanilla pod is an art in itself: in order to harvest vanilla pods after nine months of ripening, each vanilla flower is individually pollinated by hand. After harvesting, the pods go through several important steps of processing so that the typical vanilla flavour can develop. From fermentation, which is activated by means of a hot water bath, to gradual sun and shade drying, and then onto quality control, the utmost care and precision is required.

Our long-time import partner, Pronatec, buys organic and Fair Trade vanilla directly from small farmer organisations out of conviction and actively engaged on-site. Their values and principles align perfectly with those of Max Felchlin AG.



# Where to Buy Our Products

Felchlin exports its semi-finished products to over 40 countries worldwide. Trading companies with which we maintain a close partnership operate on our behalf in these countries. Around the world our customers' pleasure is the fruit of this philosophy.



**Our online distribution partner**  
Scan the QR code to discover our current  
distribution partners around the world.



# Guidelines for the Tempering

## of Couvertures

**Melting Temperature for all Couvertures:** 48 - 50 °C/118 - 122 °F  
**Tabling method:** Cooling temperature 26 - 28 °C/78 - 82 °F  
**Seeding method with rondos:** For 1 kg/2.2 lbs of melted couverture, add tempered rondos (20 - 23 °C/68.0 - 73.4 F), see quantity in table

### Standard Tempering

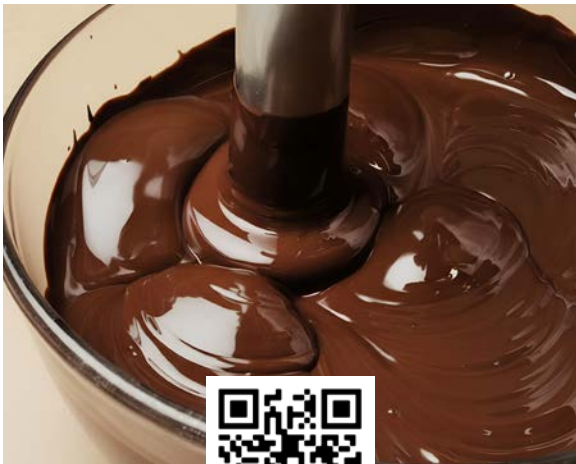
	Working temperature		Quantity of Rondos for seeding method	
Dark Couvertures (Grand Cru, Organic, Standard)	31 - 33 °C	87.8 - 91.4 °F	350 g	12 oz
Milk Couvertures (Grand Cru, Organic, Standard)	30 - 32 °C	86.0 - 89.6 °F	450 g	15 oz
White Couvertures (Grand Cru, Organic, Standard)	29 - 31 °C	84.2 - 87.8 °F	450 g	15 oz

### Special Tempering

Art. No. Felchlin	Product name				
CO35	Opus Blanc 35% au lait de terroir, White chocolate couverture with mountain milk Rondo	28 - 30 °C	82.4 - 86.0 °F	450 g	15 oz
C022	Opus Lait 38% au lait de terroir, Milk chocolate couverture with mountain milk Rondo	28 - 30 °C	82.4 - 86.0 °F	450 g	15 oz
CO49	Bionda 36%, White chocolate couverture caramel Rondo	29 - 31 °C	84.2 - 87.8 °F	450 g	15 oz
CO38	Caramelito 36%, Milk chocolate couverture Rondo	30 - 32 °C	86.0 - 89.6 °F	450 g	15 oz
CS90	Bolivia 45% 60h au lait de terroir, Milk chocolate couverture Rondo	28 - 30 °C	82.4 - 86.0 °F	450 g	15 oz
CS58	Maracaibo Créole 49%, Milk chocolate couverture Rondo	28 - 30 °C	82.4 - 86.0 °F	450 g	15 oz
CL79	Alba 36%, White chocolate couverture with sweetener Bar no added sugar	29 - 31 °C	84.2 - 87.8 °F	450 g chopped	12 oz
CL82	Lacta 40% Milk chocolate couverture with sweetener Bar no added sugar, lactosefree	30 - 32 °C	86.0 - 89.6 °F	450 g chopped	15 oz
CL83	Supremo 62% Dark chocolate couverture with sweetener Bar sugarfree	31 - 33 °C	87.8 - 91.4 °F	350 g chopped	15 oz

### Tempering of Vegan Choc

Art. No. Felchlin	Product name				
DF03	Vegan Choc Brun 44% Organic, Cacao based product Bar Organic	30 - 32 °C	86.0 - 89.6 °F	450 g chopped	15 oz
DF02	Vegan Choc Blanc 38% Organic, Cacao based product Bar Organic	30 - 32 °C	86.0 - 89.6 °F	450 g chopped	15 oz



Seeding method



Tabling method





Proud partner of the 28th MOF  
Chocolatier-Confiseur



**Felchlin**  
SWITZERLAND