



z o t t e r chocolate

• *People who savour each moment get more out of life*•

Creative and varied

z o t t e r produces individual chocolate for individual people who savour each moment. The diversified z o t t e r assortment is a reference to the biological variety. “The assortment is nothing but a small extract of what the cocoa bean with its countless aromatic components renders possible in terms of biological diversity.”

The inventor

Josef Zotter has constantly invested in his products. He has been involved in fair trade since 2004, in 2005 his company converted to organic and in 2006 he opened his own Chocolate Factory. **For this reason he is throughout Europe the only manufacturer who produces chocolates starting from the bean (bean-to-bar) exclusively in organic and fair quality!**

Josef Zotter has once again succeeded in transforming the world of chocolates. With the hand-scooped chocolates the creative chocolate maker from Riegersburg has already once managed to upset our familiar view of the world of chocolate. **The hand-scooped chocolates have meanwhile become a fixed star in the universe of chocolate.** Yellow Rice with Currants in noble bitter chocolate, Mandarin and Sweet Mustard or Apple Barberries surrounded by light alp milk chocolate.

And now the chocolate heaven trembles again. **Zotter’s new fruit and nougat chocolates catapult us into a new area of enjoyment.** Taste has never more passionate!

Bean-to-bar – from the bean to the chocolate

Since the opening of the Chocolate Factory Josef Zotter has ranked among the few quality chocolate makers around the world whose chocolate production processes are located under the same roof: **From the roasting of the cocoa beans via the rolling up to the finishing touches in the conching plant everything is carried out with a high degree of sensitivity.** In this way z o t t e r clearly positions himself against standardized mass production and the concentration of the chocolate market. In his Chocolate Factory there is no run-of-the-mill processing.

z o t t e r treats each cocoa type is completely individually by adjusting it to its natural character. An emphasis is placed on the particularities of the respective cocoa – i.e. the subtleties and extravagancies as well as the aromatic origins of the chocolate.

The entire manufacturing process becomes transparent and tangible for visitors in the Chocolate Theatre. Here they may take a direct look into the production. See how chocolate is produced starting with the bean and how work is carried out at z o t t e r. Every step is explained and occasionally you may visit several creative nibbling stations such as the Drinking Chocolate “online” where the drinking chocolate bars travel along the worldwide smallest cable car in front of the visitors who may simply fish out one of the bars and mix a wonderful chocolate with it. The Chocolate Theatre is supposed to provide the visitors with insights in order to show more appreciation for food and it is anything else but a hermetic showroom.

The invention of chocolate

Now Josef Zotter has reinvented the chocolate. Everyone is familiar with fruit chocolates but what Zotter creates here is not just some chocolate with fruits in it, but rather **fruits which are directly transformed into chocolate**. For example dried strawberries from which a wonderfully smelling, pink chocolate is created. This is an aesthetic innovation of taste in the chocolate sector. You may raise the question why no one else has come up with the idea to produce chocolate out of fruits during these 2000 years of chocolate history. This is probably due to the fact that creative persons normally don't stand at the production machines and the employees only carry out orders which originate somewhere from a writing desk. In a family enterprise such as z o t t e r things are done in a different way. The operating procedures are shorter and the idea is so to speak transported from the head directly to the production.

The economy should also think along these lines. Zotter's plea is: **We do not need another surplus of products on the market, but people who live according to their products and create things which possess a personality and charisma.** The human being should not get lost in the long logistic chain from the product to the customer.

The raw material

Regionality in a global context. The main ingredients of chocolate such as cocoa and raw sugar do not grow on the fields of the z o t t e r Chocolate Manufacture. In spite of that the same standards apply for Zotter. **He wants to keep a close contact with his suppliers and places an emphasis on regional quality. For this reason he purchases his raw materials in certified organic and fair trade quality.** Since 2001 Zotter has travelled to the cocoa-growing regions on a regular basis. Because quality starts with the material and the on-site cultivation. He obtains his premium cocoa from South and Latin America, or more precisely, from Ecuador, Peru, the Dominican Republic, Panama, Costa Rica, Nicaragua, Brazil and Bolivia. **Since 2004 z o t t e r has been a permanent licence partner of FAIRTRADE Austria. Moreover a close cooperation with the Swiss control institute IMO has been maintained since 2008.**

He maintains a friendly relationship with his cocoa farmers. He knows that prime quality has its price and therefore pays prices which are significantly beyond those of the

world market. Furthermore z o t t e r cooperates with the cocoa farmers in a dedicated way and actively supports social projects in order to improve the quality of the harvests, optimize working processes and further extend premium cocoa species such as the Criollo and thus improve the living situations of the cocoa farmers in the long run. Quality gives the small farmers an opportunity to stand up to the mass production on the market.

Because according to Josef Zotter, “as cocoa processing company we bear responsibility for the living and working conditions of the cocoa farmers in Third World countries. Fair trade creates opportunities for small farmers and plantation workers in the producing countries. It enables them to emancipate themselves from the fluctuating world market prices and to build a new, safe and self-determined life in which child labour and environmental exploitation are foreign words.”

Furthermore the cocoa farmers regularly visit the factory in Bergl, the home of the z o t t e r chocolates. These insights into the manufacture greatly contribute to the mutual understanding. This is where the production cycle is closed and the future starts by jointly planning the quality of life and raw materials. A commitment which you may taste!

ORGANIC

The entire z o t t e r range including rarities like Bird's Eye Chilli and Marc de Champagne is produced in ORGANIC quality. **“For us it was important to not merely produce a niche product with an organic label, but to shift the entire range to organic cultivation.** Since we have built on quality and regional culture right from the start and refrained from the use of preservatives, artificial flavours and similar shiny products from the chemical industry, we have consistently pursued our organic philosophy.”

Think Green!

In view of the prevailing ecological and social situation of our world every one is challenged to reflect on that and, of course, to follow up these reflections with deeds. The ecologic footprint per European measures 4.7 hectares. However, the surface which is available worldwide would only allow 1.8 hectare per inhabitant. For this reason we are required to slow down in order to stop exploiting the capacities of our earth. In other words this means that we bear responsibility and should no longer live at the expense of the poorest people of this world.

For many years z o t t e r has proven that this attitude turns out to be economically successful. Apart from the decision to use only organic and fair trade raw materials there is a variety of other things which may be contributed to the topic eco-social economy in everyday life.

For example: “Cocoa against poverty” – a project with 3 Nicaraguan cocoa cooperatives. Green electricity for the production. Cocoa shells which are not thrown into the dustbin but are used for heating purposes. Organic food for the employees. Environmentally friendly packaging without glossy coating. Foils made out renewable resources. The electromobile of the boss and much more. Because changes also take place in everyday life.

And last but not least the **fundraising chocolate: “Setting an example” ZUKI (Future for children)**

The ZUKI –chocolate is dedicated to the street children of Calcutta. 30 cent per sold

chocolate bar are donated for the project for which Claudia Stöckl (presenter of the Austrian Broadcasting Company's programme "Breakfast at my place") has agreed to become patron.

Filled with Acai 'Rainforest Wonder', Mango and Brazil Nuts

The look

If Josef Zotter revolutionizes the taste, his art director **Andreas h. Gratze** willingly takes part in this. **His chocolate design is characterized by artistic power, richness of detail and humour.** Rather fleet-footed than strictly geometric. Every creation is newly brought into being so that an incredibly varied and diversified assortment will catch the customer's eye.

For the Labookos the artist had himself inspired by the cocoa protagonists from Brazil, Panama, Costa Rica etc. In his neo-realistic design he transforms them into stars.

The design received the IF packaging award 2008 and was nominated for the Design Award of the Federal Public of Germany 2009.

Gratze uses environmentally friendly paper and food colouring for the packaging.

The product series

The assortment of the Chocolate Factory currently contains over 200 different chocolate creations and 61 BIOFEKT sorts.

Hand-scooped chocolates

The original. **Owing to the wonderful compositions of taste and their unique artistic design the hand-scooped chocolates have turned into a cult.** Seductive individual layers are piled up, coated with homemade chocolate couverture which harmonizes with the filling and constantly merged into an impressive experience of taste.

With the new >in & out< chocolates Zotter has managed to top this incredible experience of taste. Using a special procedure at our factory we manufacture nut and fruit couvertures which result in increased taste and subtlety. Apricots, raspberries, strawberries or cherries as a couverture and underneath it fruity jellies, fruit pieces and purés as a counterpart.

On the other hand **the first fish chocolate of the world** now conquers the shelves: Pink coconut with fish gum. In this unique mixture trout is incorporated into a homemade marshmallow layer and embedded on a tender and pink coconut layer.

Drinking Chocolate

Shaken or stirred?

Which one do you prefer?

If you would like to be as cool as James Bond, you may now enjoy a shaken z o t t e r Drinking Chocolate. Because **from now on the z o t t e r Drinking Chocolate will also**

enter the shaker. Shake it briefly, and all eyes will be fixed on you. Naturally you may also have it shaken as is customary in the cocktail society. Ajetset drink with a licence to thrill.

Those who prefer the classical way are advised to stick to the slower variation – stirred z o t t e r Drinking Chocolate.

Two shapes – one target: An experience of taste which your palate will remember for a long time.

Labooko- 2 in 1

Two different pure bean-to-bar chocolates in one packaging.

Travel with Zotter to the most marvellous cocoa forests of Latin America. Taste and smell the cocoa, feel the melt, discover the entirely new fruit and nougat chocolates and don't forget to come back.

Labooko was especially created in order to make a comparative tasting of chocolate: Taste the differences.

The most popular Labooko varieties and new ones destined to be bestsellers are now also available individually as a **Labooko Single**.

balleros – delightful feats rolled in BASiC chocolate

Snacking pleasure full of taste and energy. Dried fruit, roasted pieces of nuts and all sorts of grains form the core which is rolled in plenty of chocolate and dusted with a fruit powder or a sugar mixture.

BASiC

13 different couvertures give impetus and creativity to your kitchen.

From the sinful nut gianduja via the new coconut couverture to couvertures with an increasing cocoa percentage Zotter enables you to use this couverture on numerous occasions. BASiC allows you to cook and bake like a professional on a high level.

And the matching cookbook by Josef Zotter: Alles Schokolade!

Contains plenty of ideas and 100 innovative chocolate recipes. All recipes are simple and yet very impressive. Demonstrates how to create the best for your guests and celebrations.

224 pages, in cooperation with GUSTO, published by the Ueberreuter Verlag.

Mitzi Blue

The round chocolate in the 50-g package.

Mitzi Blue is the name of the sky-blue old timer which crossed Josef Zotter's way and inspired him to this new chocolate collection. With 24 varieties and 6 imaginative break

patterns the round, irresistibly tender chocolate disks ensure diversion and chocolate enjoyment. Mitzi Blue offers surprises at every turn, because you never know whether the favourite variety slips out of the package as a polished diamond or as a shining sun.

New: Biofekt – organic chocolate truffles

A different type of chocolate truffle.

From now on 61 varieties of the z o t t e r Biofekt are available in exclusively organic quality. Delicious bites filled with jelly, a wide range of homemade nougat such as the white nougat, numerous variations of ganaches, truffles as well as homemade marshmallow.

New: CHOCOshots oral

This is the title of the new revolutionary “dose of pleasure” by z o t t e r with which he intends to present textures on an entirely new level: Delicious ganaches are filled into injections; this allows you to enjoy soft fillings without any disturbances. This is similar to finally having the permission to lick the jam off the bread.

If you have further questions, please do not hesitate to contact us!

The sweet sides of life wish you

A handwritten signature in black ink that reads "Sepp Joller". The signature is fluid and cursive, with the first name "Sepp" and the last name "Joller" clearly distinguishable.

& his chocolate craftsmen

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