

# key elements COCOA

## FLAVOR

*Cocoa powder has a rich and complex flavor profile. It is characterized by its deep, slightly bitter, and intense chocolate taste. The fermentation, roasting, and processing steps play a significant role in developing this flavor. The level of bitterness can vary based on the type of cocoa powder and the cocoa bean's origin.*

## FAT CONTENT

*Cocoa powder is primarily composed of cocoa solids and cocoa butter. The fat content in cocoa powder can vary based on the type and processing. Generally, cocoa powder contains around 10% to 12% or 20% to 22% fat. However, the fat content can be adjusted during processing by controlling the pressing of cocoa mass.*

## PROCESS

*Alkalized cocoa powder is made from cocoa beans that have been treated with an alkalizing agent, usually potassium carbonate. This process neutralizes the acidity of the cocoa beans, resulting in a milder flavor and darker color. On the other hand, natural cocoa powder is made from cocoa beans that are simply roasted and ground, without any alkalizing treatment.*

## COLOR

*Cocoa powder's color can range from deep brown to reddish-brown, depending on the type of cocoa beans used and the processing method. Natural cocoa powder typically has a lighter, reddish-brown color, while Dutch-processed cocoa powder tends to be darker and more intense due to alkalization during processing.*



**CACAO**  
KAKAO - COCOA