

finished goods' processes and where the rework can be used most advantageously (with the maximum economic value as well as the least change in product quality). An example is to take chocolate coated caramels/toffees and melt them. You will further dilute them with water to the original moisture of the premix. Sugars/corn syrup solids should be rebalanced and then this mixture can be added to the premix and recooked into caramel/toffee.

Another alternative is to use the rework to develop a new product. As in the example above, the chocolate coated caramel/toffee can be remelted and have additional ingredients added to make them into cream centres or fudges. Chocolate coated crispy centre pieces that have become rework (such as from a cookie, cracker or pretzel) can be chopped and have additional coating added to them. They can then be reformed into a variation of the original confection. Another example of product transformation is to make them into a chocolate sauce or syrup. Finally, one of the most successful outlets for rework is to convert it into ice cream inclusions (provided that it meets the right criteria). Some have become so successful that demand exceeded rework and resulted in "good" product being chopped into inclusions.

We should also examine why the product has become rework. If the enrobed product is underweight it is possible to re-enrobe the confection and increase its weight. In like manner when product has become bloomed or excessively scuffed – it can be re-enrobed with a low viscosity coating to give an acceptable appearance.

An outlet of last resort for difficult to rework confections is for sale as animal feed or fat reclamation. While it will provide little or no income, it may prevent paying a disposal fee.

Conclusions

A final word of warning is appropriate. When in doubt, stop! If you have not already considered all the pitfalls associated with the use of rework and planned around them, stop! Nothing can be worse than ruining a good batch of product due to the injudicious addition of rework. Do not let a little rework leave you with a lot of rework.

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CHAPTER 18

Artisan chocolate making

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18.1 Introduction

The global chocolate industry has experienced increased demand for chocolate products while on-going environmental pressures put increasing strain on the supply chain. Cocoa prices are widely anticipated to increase. With a growing global middle class, opportunities for growth still exist for hand-made artisan chocolates. This chapter examines some of the factors to consider when planning to make chocolates on a hand-made scale.

18.2 Chocolate trends in mature markets

Although chocolate consumption in mature markets such as Europe, United States and Australia has seen a slowing down in growth of per capita consumption, there has also been a shift in chocolate purchasing behaviour (see also Chapter 27). Consumer trends have had an ongoing impact on the types of products being produced, with key opportunities for hand-made, artisan products emerging.

18.2.1 Value-seeking consumers

Chocolate consumption in mature markets has seen limited growth together with a shift towards consumers seeking greater value for their purchasing. In the United Kingdom (UK) retail sector there has been an increase in “two for one” offers, small convenience bars and packets. Although customers are not consuming more chocolate, they are seeking better value from their purchases, with a role for more luxury, premium and indulgent treats on an occasional basis.

18.2.2 Premium quality chocolate consumption

An increase in consumers with disposable income has seen an increase in demand for “moments of happiness” products. Consumers are choosing to spend more on occasional chocolate purchases of premium products, and to want to