



## **White Chocolate: but not as we know it!**

**The Mortimer Chocolate Company** has just launched another innovative chocolate at the **Real Food Show at Earl's Court** last week. But this time, it's not **double gold winning** chocolatier Adrian Smith behind the recipe, but his wife and fellow director, Felicity. The new product is a fabulous **dairy and gluten-free alternative** to **White Chocolate**. It's a smooth and creamy **White Couverture Powder** that both melts easily and is truly delicious!

Felicity takes up the story: "**Customers were asking** us for a white chocolate powder for easy use in cooking, but Adrian doesn't like the taste of milk notes in white chocolates, so I decided to do it myself!" In fact, because milk notes can often over power the more **delicate cocoa notes** in white chocolates, Felicity decided to try to make a dairy-free version and if it was going to be **dairy free, then why not gluten and soya free** too?

The result is a truly delicious smooth **White Couverture** (European chocolate regulations mean that because it **is dairy-free**, it can't be called **white chocolate**). Felicity continues: "While our daughters tested my earlier attempts, Adrian didn't get the chance to try it until I was happy with the recipe. I finally made him a cheesecake with it and he was duly impressed...".

The product ideally supplements the range of gorgeous dark chocolate powders adding an extra dimension to an already impressive range. Founded in 2006, Mortimer Chocolate Company is a **rare example** of a **UK chocolate producer**. Based in Mortimer, Berkshire, it boasts a totally **unique range** of fine quality chocolate powders. The powders can be used to make delicious hot chocolate, or for cooking. There is also an innovative chocolate fondue. The foil version actually goes on the BBQ!

Mortimer Chocolate Company's mission is to produce **fine quality chocolate** from around the world. Cocoa beans, like wine and coffee, vary in flavour according to the soil, season and region in which they are grown. In cocoa products from small growers who nurture their cocoa, the plain chocolate powders and the white couverture powder retain their unique flavour.



All of the products are available online: [www.mortimerchocolate.co.uk](http://www.mortimerchocolate.co.uk), and through local outlets in and around the Thames Valley. The West African Fine Chocolate Powder and Ecuador Fine Chocolate Powder are available in all **Waitrose Stores throughout the UK.**

-ENDS-

#### **Notes to Editors:**

1. Adrian Smith has over 20 years experience in chocolate! Spending most of that time as a chocolate and cocoa taster buyer with Mars, traveling all over the fine cocoa growing regions of West Africa and South America to taste and select cocoa beans to be made into chocolate!
2. Felicity Smith is a nutritionist and keen home cook. who has created all the recipes using Mortimer Chocolates on the website.
3. Mortimer Chocolate Company have won Guild of Fine Food Gold Awards for their chocolates in 2008 and 2009
4. For further information visit: [www.mortimerchocolate.co.uk](http://www.mortimerchocolate.co.uk)

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