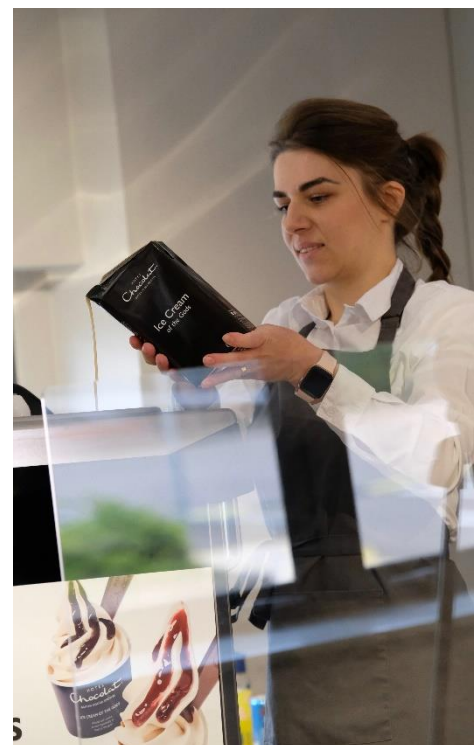


## HOTEL CHOCOLAT AND JERSEY DAIRY – A MATCH MADE IN HEAVEN

Chocolate and ice cream is always a heavenly combination. But, when the chocolate comes from one of the world's most exclusive, authentic chocolate brands, and the ice cream from the world's first accredited sustainable dairy and the home of the original pedigree Jersey cows, then you create an 'Ice Cream of the Gods'.

The man who bagged perhaps the most covetable job in hospitality, and brought these two hero ingredients together, was David DeMaison, Executive Development Chef for Hotel Chocolat. With responsibility for 140 stores across the globe, a prestigious hotel in St Lucia and an elegant restaurant in London, David has helped to develop a brand that has become synonymous with quality, taste and the real joy that great chocolate brings to so many people.



When the decision was therefore made to trial introducing an ice cream to the Hotel Chocolat menu, David and the team wanted to find the highest quality ice cream to match their incomparable chocolate range. And, with a CEO with ice cream in his genes, expectations were high, as David explains:

*“Our CEO, Angus Thirlwell, knows a lot about ice cream. His father is Chairman of an old established ice cream business in Barbados and had links with the original Mr Whippy, therefore when Angus decided to introduce an ice cream to Hotel Chocolat customers, he wanted to make sure it was the best of the best. Early on we opted to go for a soft serve variant, due to its more indulgent texture and in 2015 bought a Carpigiani ice cream machine for the restaurant. Feedback was extremely positive, and it soon became clear that ice cream would be the ideal summer alternative to hot chocolate drinks in our retail outlets.”*

Hotel Chocolat took the decision not to offer a standard chocolate ice cream, which might have been a bit predictable, but instead aimed to develop a creamy vanilla base that would then be infused with cocoa nibs - basically, tiny particles of the cocoa bean that are produced in the chocolate making process.



After creating an initial mix for the restaurant, David was then challenged to find a partner who could replicate the style, requisite quality and creaminess for the retail portfolio. After some initial research, David was pointed in the direction of Jersey Dairy by Ice cream machine manufacturer, Carpigiani.

Jersey Dairy is a unique co-operative of farmers based on the island of Jersey. Their herds of pedigree Jersey cows have heritage that goes back centuries, and they graze freely on the lush grassland of the island. The exceptional milk they produce is particularly nutritious and creamy, containing on average 5.3% butterfat, up to 20% more calcium and protein and higher levels of vitamins and minerals than milk from other breeds of dairy cow.

Jersey Dairy not only produces exceptional milk, they make sure that they do this ethically and sustainably. They were the first dairy in the world to be awarded the LEAF Marque on their milk cartons. Linking Environment and Farming (LEAF) recognises high standards of environmental care including optimal animal health and welfare, more sustainable soil and water management, enhanced energy efficiency, improved biodiversity and landscape management and stronger community connections.

Their milk creates a superb ice cream mix and despite the complications of the process required to make the special recipe that Hotel Chocolat were looking for, the team at the dairy were immediately excited at the prospect.



*“We love a challenge and creating the especially creamy recipe required by Hotel Chocolat and combining it with the cocoa nibs, was indeed a difficult technical conundrum,”* explains Bob Jones, Marketing Director of Jersey Dairy. *“However, we always go by the maxim ‘where there is a will there’s a way’, and indeed we soon found ways to meet the challenges and create a truly special product for Hotel Chocolat. Combining the cocoa nibs was the first issue, but we also were able to meet the company’s desire to create a lean but still very creamy mix which fits in with their ethos of quality cocoa with less sugar.”*



David was thrilled by the results. *“I’m French and have been a chef all my life, but I was absolutely amazed by the quality of the ice cream. So rich and creamy, and the supreme quality of the dairy products more than makes up for the reduced sugar. Our board loved it, and it met perfectly with Angus’s father’s exacting standards!”*

The ice cream quickly proved a winner with customers too, giving the company the confidence to expand quickly. With the support of Jersey Dairy who had the flexibility to start small and the capacity to support the growth, all 60 cafés and all 120 Hotel Chocolat retail outlets now serve ‘Ice Cream of the Gods’ as it is known instore. Customers can purchase in individual tubs, cones and in a seasonal sundae.

*“Working with Jersey Dairy has been amazing,”* says David. *“I love developing products with people like this who are so positive, keen and willing. We look at them as our partners in creating the world’s best ice cream.”*