



# THE NEW RANGE OF SHAPES FOR CHOCOLATIER

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**MADE IN ITALY**

Silikomart Professional | 2022

## The Chocado range

From the innovative laboratory of Silikomart Professional comes Chocado: the new range of shapes designed by chocolatiers for chocolatiers.

Silikomart Professional lands in the haute chocolatier sector bringing with it all the advantages that characterized the new Tritan™ material and the platinic liquid silicone. From high performance, to thermal resistance and extreme durability.

Through Chocado collection, Silikomart designers aim to broaden the horizons of chocolate: some shapes match with silicone moulds, in order to give the chance to chocolatiers to create perfect inserts, to combine new flavours and textures and to create the so called “summer chocolates”. These chocolates will be perfect to offer in those months where the chocolate consumption decreases.

## **Tritan™: BETTER THAN ANY OTHER PLASTIC**

The Chocado moulds are made with the innovative material Tritan™ that provides an excellent degree of durability and safety. The superiority of Tritan™ over other plastics has been clearly demonstrated and the quality of our moulds guarantees an excellent degree of moulding and material purity.

### **DURABILITY**

Products made with Tritan™ have extreme durability. In fact, they have a greater impact resistance than other plastics and glass, impressively resisting to bumps, scratches and dents, retaining these properties even after years of use and thousands of dishwasher washes.

### **SAFETY**

Tritan™ does not contain BPA, BPS (bisphenol S) or other bisphenols. This fact ensures absolute reliability of these Tritan™ products for food contact.

# Cupola by Paul Occhipinti

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Unleash your creativity with Cupola Tritan moulds, ideal for making chocolate pralines, snack bars and bars designed in collaboration with MOF Chocolatier-Confiseur Paul Occhipinti.



# Paul Occhipinti

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Paul Occhipinti is a young and talented pastry chef of Italian origin. Over the years, he has worked alongside members of Relais Dessert until he became laboratory manager at MOF Christian Camprini's pastry shop. In 2018 he became MOF Chocolatier - Confiseur, one of France's highest awards for artisans. Today Paul Occhipinti is a pastry consultant for schools all over Europe.





# Cupola-P

**1 TRITAN MOULD**

**SIZE: 26 X 26 H 16 MM**

**VOLUME: 24 X 8 ML**

**CODE: 52.917.86.0065**

**EAN: 8051085351312**

**PCS MASTER: 10**



# Cupola-B

**1 TRITAN MOULD**

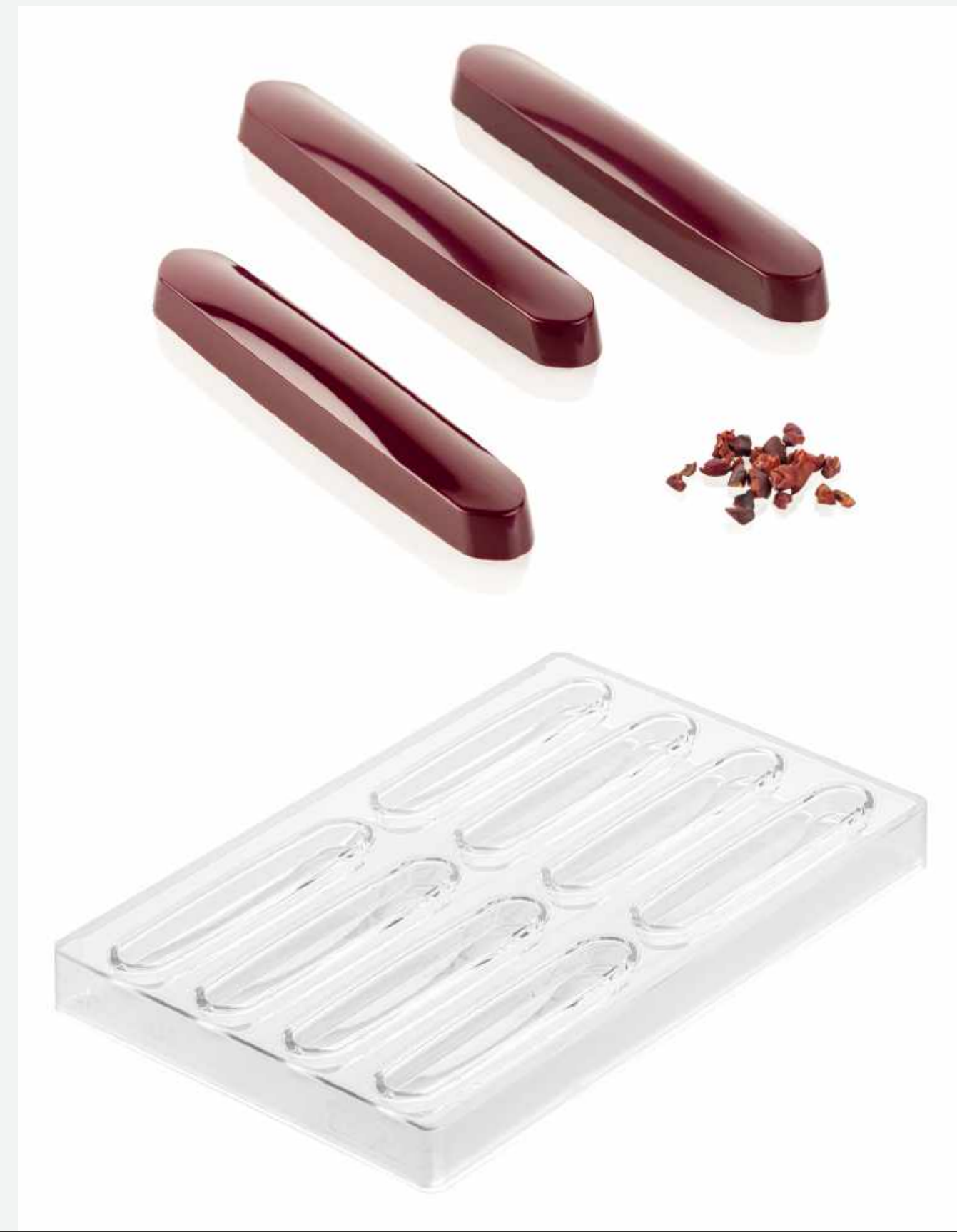
**SIZE: 121 X 20.5 H 15.5 MM**

**VOLUME: 10 X 27 ML**

**CODE: 52.918.86.0065**

**EAN: 8051085351282**

**PCS MASTER: 10**



# Cupola-T

**1 TRITAN MOULD**

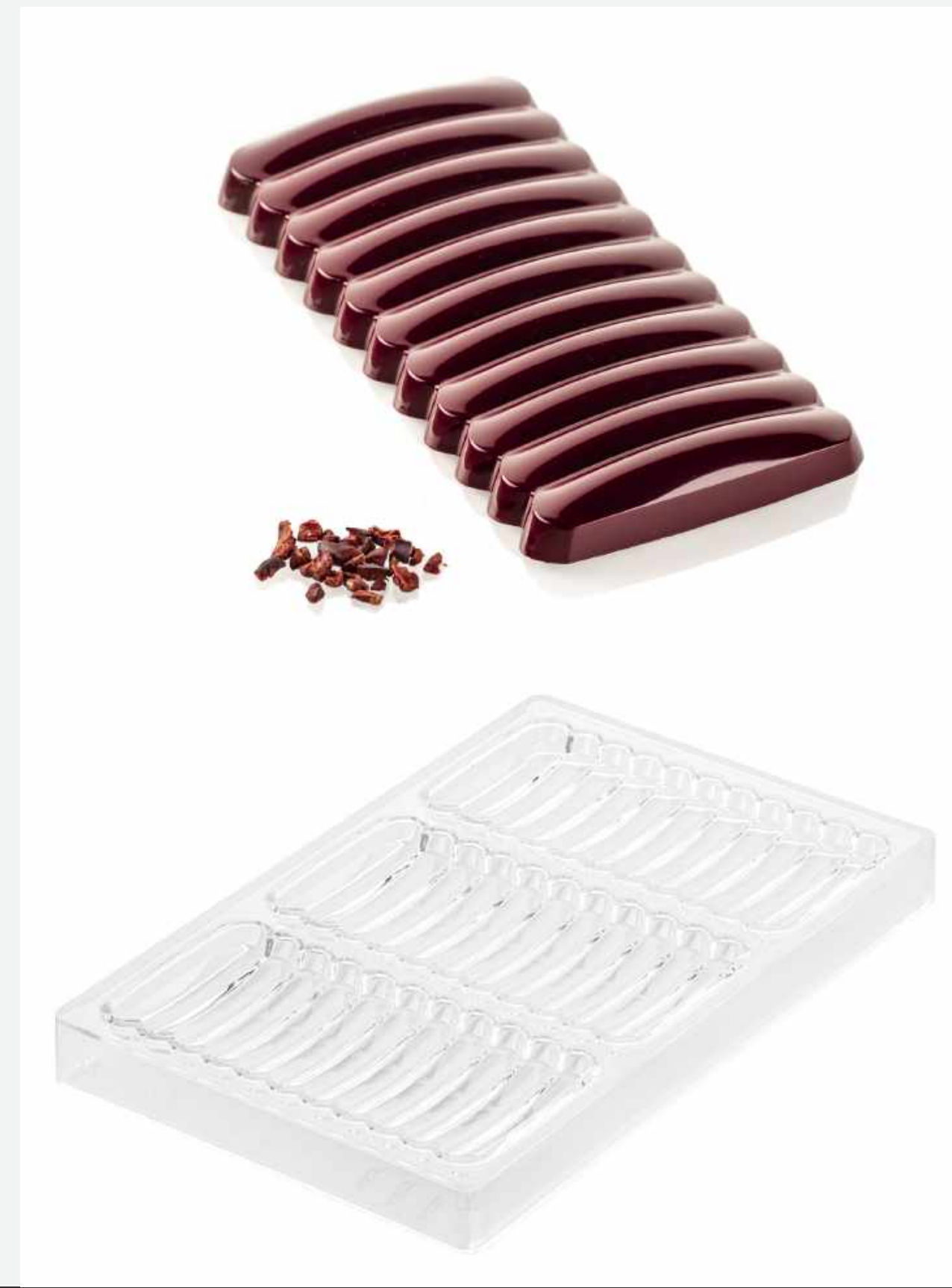
**SIZE: 153 X 74.7 H 14 MM**

**VOLUME: 3 X 117 ML**

**CODE: 52.919.86.0065**

**EAN: 8051085351138**

**PCS MASTER: 10**





# Kit Bar by Alexandre Bourdeaux

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Unleash your creativity with Kit Bar, the kits composed by a Tritan mould and a silicone mould each.

They are ideal to create snack bars by combining the taste of chocolate with different flavors and textures.

Designed in collaboration with Alexandre Bourdeaux.



# Alexandre Bourdeaux

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Alexandre Bourdeaux graduated from the School of Pastry and Chocolate in Brussels. At the age of 20, he moved to Italy, where he had the opportunity to join Sergio Mei's team at the Four Seasons Hotel in Milan. During his career he has traveled the world, working as a pastry chef in luxury hotels in Cairo, Japan, the United States and the United Kingdom. Over the years, thanks to the collaboration with Barry Callebaut, he has studied and deepened the technology and chemistry of chocolate. In 2016, his company "Pastry & chocadvice" was born. Today Alexandre Bourdeaux is dedicated to training and consulting.



# Kit Bar Tronco

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

**TRITAN MOULD SIZE: 128X33 H14MM  
SILICONE MOULD SIZE: 115X20 H13MM**

**TRITAN MOULD VOLUME: 8X29ML  
SILICONE MOULD VOLUME: 8X19ML**

**CODE: 52.916.86.0065**

**EAN: 8051085351459**

**PCS MASTER: 10**





# Kit Bar Volta

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

**TRITAN MOULD SIZE: 128X33 H14MM  
SILICONE MOULD SIZE: 115X20 H13MM**

**TRITAN MOULD VOLUME: 8X29ML  
SILICONE MOULD VOLUME: 8X23.5ML**

**CODE: 52.991.86.0065**

**EAN: 8051085351497**

**PCS MASTER: 10**



# Kit Bar Duna

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

**TRITAN MOULD SIZE: 128X33 H14MM  
SILICONE MOULD SIZE: 115X20 H13MM**

**TRITAN MOULD VOLUME: 8X29ML  
SILICONE MOULD VOLUME: 8X28ML**

**CODE: 52.992.86.0065**

**EAN: 8051085351534**

**PCS MASTER: 10**





# Kit Cuore 01

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Unleash your creativity with Kit Cuore 01, the kit composed by a Tritan mould and a silicone mould, that is ideal to create chocolate pralines with a perfect insert, by combining the taste of chocolate with different flavors and textures.



# Kit Cuore 01

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

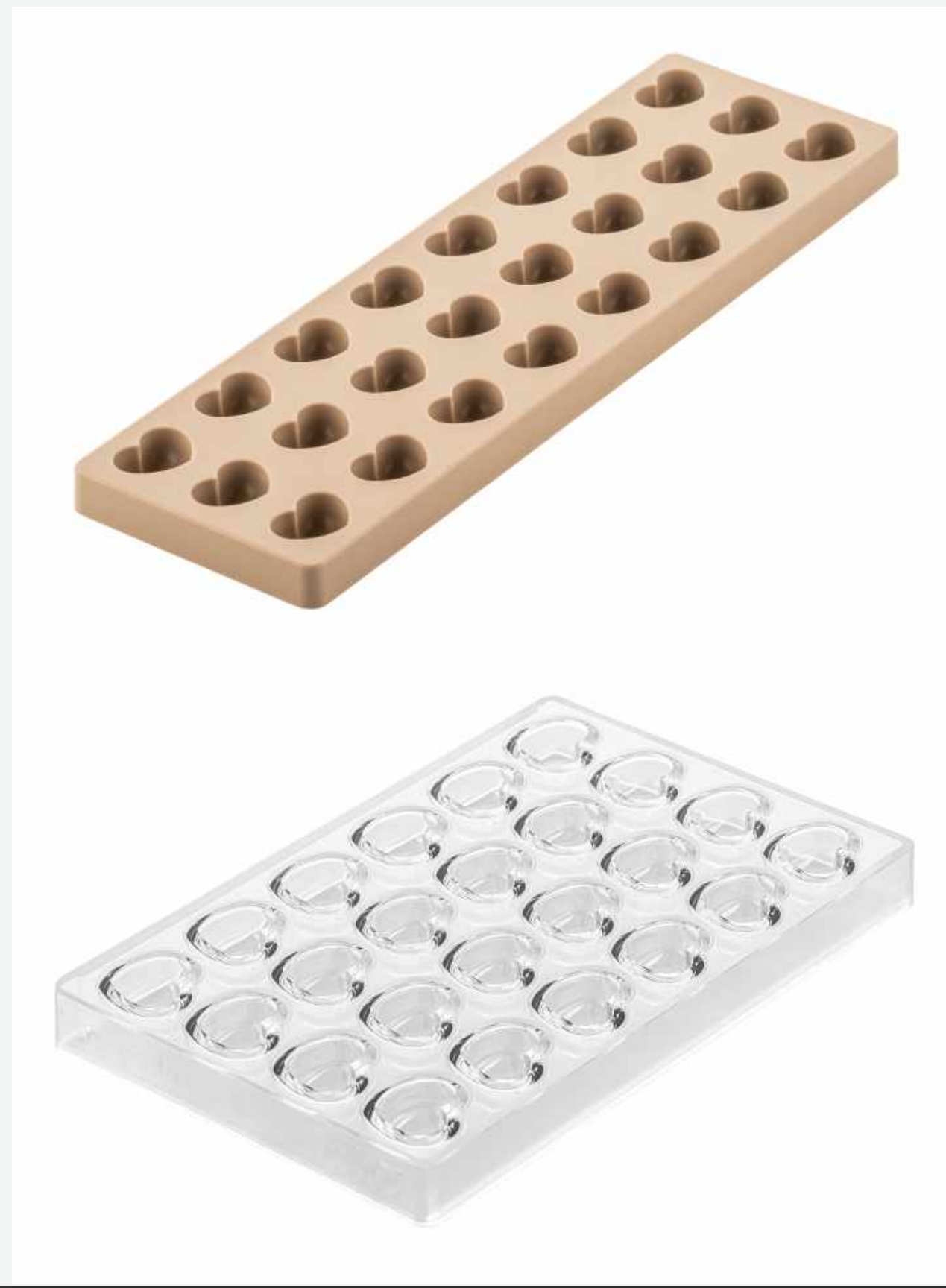
**TRITAN MOULD SIZE: 35X27 H17MM  
SILICONE MOULD SIZE: 25.5X20 H12.4MM**

**TRITAN MOULD VOLUME: 24X9.4ML  
SILICONE MOULD VOLUME: 24X3.5ML**

**CODE: 52.920.86.0065**

**EAN: 8051085351688**

**PCS MASTER: 10**



# Kit Sinfonia

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Unleash your creativity with Kit Sinfonia, the kits composed by a Tritan mould and a silicone mould each.

They are ideal to create chocolate snack bars and chocolate bars with a perfect insert, by combining the taste of chocolate with different flavors and textures.



# Kit Sinfonia-B

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

**TRITAN MOULD SIZE: 120X25 H20.5MM  
SILICONE MOULD SIZE: 109.3X18 H13.5MM**

**TRITAN MOULD VOLUME: 10X42ML  
SILICONE MOULD VOLUME: 10X14.5ML**

**CODE: 52.924.86.0065**

**EAN: 8051085351213**

**PCS MASTER: 10**





# Kit Sinfonia-T

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

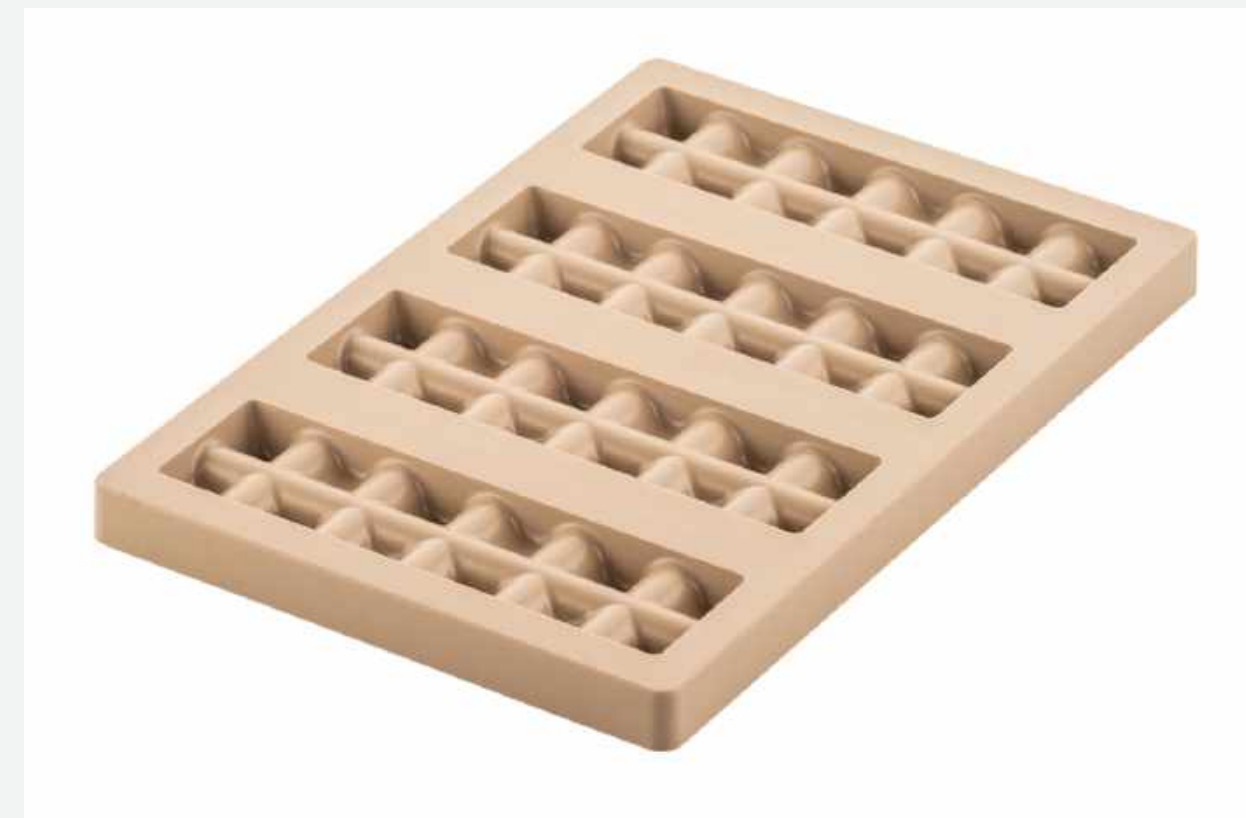
**TRITAN MOULD SIZE: 150X50 H20.5MM  
SILICONE MOULD SIZE: 138.2X38.5 H13.65MM**

**TRITAN MOULD VOLUME: 4X107ML  
SILICONE MOULD VOLUME: 4X32ML**

**CODE: 52.923.86.0065**

**EAN: 8051085351251**

**PCS MASTER: 10**





# Kit Blocco

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Unleash your creativity with Kit Blocco, the kits composed by a Tritan mould and a silicone mould each.

They are ideal to create chocolate bars and chocolate snack bars with a perfect insert, by combining the taste of chocolate with different flavors and textures.



# Kit Blocco-B

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

**TRITAN MOULD SIZE: 75.5X38 H16.5MM  
SILICONE MOULD SIZE: 66X28.5 H7.5MM**

**TRITAN MOULD SIZE: 10X38.5ML  
SILICONE MOULD SIZE: 10X12ML**

**CODE: 52.922.86.0065**

**EAN: 8051085351176**

**PCS MASTER: 10**



# Kit Blocco-T

**1 TRITAN MOULD  
+ 1 SILICONE MOULD**

**TRITAN MOULD SIZE: 75X75 H16.5MM  
SILICONE MOULD SIZE: 67X67 H7.5MM**

**TRITAN MOULD VOLUME: 6X77ML  
SILICONE MOULD VOLUME: 6X27.5ML**

**CODE: 52.921.86.0065**

**EAN: 8051085351589**

**PCS MASTER: 10**



# Degusta01-P

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A Tritan mould designed to create thin chocolate discs.

Degusta01-P, designed in collaboration with Luca Bernardini, is perfect to present cocoa in its various aromatic complexities.





# Luca Bernardini

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Luca Bernardini is not just a traditional Italian gelato pastry chef, he dedicates himself also to single portions and cakes, which always stand in his three gelato shops “Fuori dal centro” in Tuscany (Italy). Luca Bernardini learned the gelato basis with Pino Scaringella, then discovered the semifreddo world with Giancarlo Marangoni. He likes to explore new styles and trends, adding to his already established expertise in the world of ice cream new experiences in pastry 360-degree, including bakery, achieving a result of the highest quality. His passion in learning led him to become an ambassador of Silikomart and a pastry teacher in the High Formation Food&Pastry Lab, hangar78.





# Degusta01-P

**1 TRITAN MOULD**

**TRITAN MOULD SIZE: 35 H 5 MM**

**TRITAN MOULD VOLUME: 15 X 3.2 ML**

**CODE: 52.927.86.0065**

**EAN: 8051085351923**

**PCS MASTER: 10**



# Degustao1-T

**1 TRITAN MOULD**

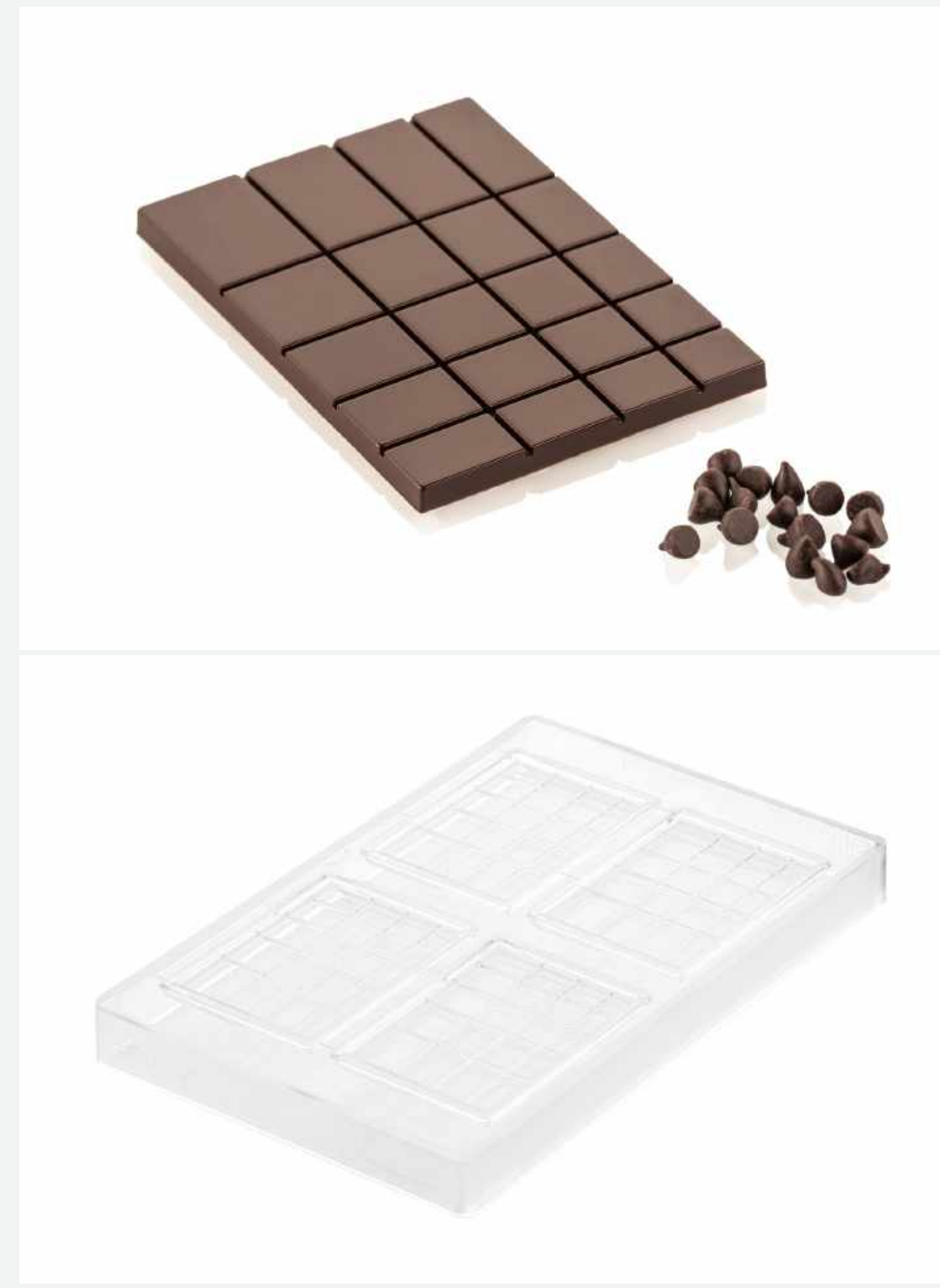
**TRITAN MOULD SIZE: 95X65 H 5 MM**

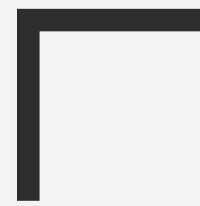
**TRITAN MOULD VOLUME: 30 ML X 4**

**CODE: 52.925.86.0065**

**EAN: 8051085351749**

**PCS MASTER: 10**





# CAMPAIGN LAUNCH CHOCADO 2022

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 **MADE IN ITALY**

Silikomart Professional | 2022

# Newsletter

## B2B

17/01/2022

Newsletter dedicated to the new Chocado shapes.

Clients will be able to browse and download the presentation and the media kit with photos and videos.

## B2C

31/01/2022

Newsletter dedicated to the new Chocado shapes, CTA landing to the News on the ecommerce.



# Ecommerce

The new collection will be online on 17th January 2022.

## **A BANNER DEDICATED TO THE NEW COLLECTION**

will be placed in the homepage, redirecting to the dedicated section of the menu.

## **NEW PRODUCTS SECTION**

The new collection will have a dedicated space on the menu.







# Social Media schedule



Post dedicated to the new Chocado products from  
the 17th January.



17/01/2022 – Video dedicated to: Kit Bar, Cupole  
moulds, Kit Blocco and Kit Sinfonia.

# Online communication investment

## **E-COMMERCE PROMOTIONAL ACTIVITIES**

- Banners and posts for social media and thematic sites;
- Advertising campaigns on Facebook, Instagram, Google Ads network display + Youtube;
- Newsletter campaigns;
- Digital PR.

## **ADVERTISING INSTAGRAM & FACEBOOK**

We have identified a very specific target of professionals operators in the sector (pastry chef and ice cream maker). These are 13000+ active users in the social Fb and IG.

- 2 OBJECTIVES: coverage (reach all possible interested people);
- "conversion" (redirect these operators to our site and encourage registration and purchase)

# Advertising pages

## ITALY

PASTICCERIA INTERNAZIONALE

CULTURA CIOCCOLATO

## ABROAD

LE JOURNAL DU PATISSIER

SO GOOD

DULCYPASS

PATICCERIA INTERNAZIONALE WORLD WIDE EDITION

**Kit Bar**

Realizza snack bar in cioccolato con top dai diversi sapori e consistenze.

By  
Alexandre Bourdeaux



	Kit Bar Tronco	Kit Bar Volta	Kit Bar Duna
Top in Silicone			
Base in Tritani™			

**chocado**  
Haute chocolaterie by silikomart

Orgogliosamente Made in Italy by Silikomart Professional

# Packaging

All the products of the new collection are packed in 100% compostable paper boxes.





**silikomart**  
PROFESSIONAL

MADE IN ITALY

## Kit Bar

*The exclusive recipes  
by Alexandre Bourdeaux*



**chocado**  
Haute chocolaterie by silikomart



Scan  
the Code

### How to download the recipes

Scan the QR code or  
visit the following link:  
[silikom.art/bar](https://silikom.art/bar)



Follow Silikomart Professional on



64.916.90.0064

# Recipes

You will find a Qr code/link card included in every box, when specified, where to download the exclusive pdf recipe using that mould.

All the recipes are created by great pastry chefs or by the hangar78 team as written in the New Collection presentation or in each packaging.



# POP Material: Shelf Highlighter



# Catalogue

Section dedicated to the Chocado range within the new catalogue Silikomart Professional 2022.

