



Cocolat by Urban Kitchen

...it all began with a few experiments at home

Describing the concept behind Cocolat, Leanne de Cerbo, proprietor of Urban Kitchen says, "we were tired of denying ourselves treats that, although look delicious, are full of fat, sugar and artificial nasties that make us feel bloated, tired, even unwell".

With a broad range of media and communications experience across print, digital content creation and management as a journalist and editor, dedicating endless hours in the kitchen to create Cocolat is a real departure from Leanne's normal working environment.

"I have always played around with ideas to re-create classic foods and dishes to make them healthier – low fat, low sugar, etc. – but I found chocolate to be a hurdle", explains Leanne.

Combining the chemistry of just a few natural ingredients, Leanne says Cocolat began with the creation of delicious and nutritious treats that do not compromise the taste and texture of familiar and traditional foods.

Leanne began the experiment to create a healthy chocolate just a year ago, and she says the success of Cocolat is largely down to luck when "quite by accident, a marketing manager in a Dublin

hotel tasted the chocolates, loved them, and wanted to know who made them, as they were looking for a chocolatier". Astonished by the reaction to her unique product, the encouragement spurred Leanne on to create nine flavours by the end of the week.

By last summer, Leanne was test-marketing at The SuperNatural Food Market in Dublin. She expresses her appreciation to the founders, Beibhinn Byrne and Niall Duignan, and all the stall holders for being so supportive. "The interest and following from customers has grown exponentially since then", explains Leanne.

A product that can truly be labelled as unique

Cocolat contains a powerful combination of superfoods that provide profound health benefits. As Leanne says, "you're basically eating fruit and vegetables". Cocolat is a fresh product, which means there is no alteration of the ingredients. Common methods of producing traditional chocolate can degrade nutrients and enzymes. Leanne's simple production process ensures Cocolat retains its natural goodness.

Leanne has been nurturing her interest in creating artisan treats over the years, so she is delighted that her patience and perseverance is finally being rewarded. "Over the years, I made truffles, but I was turned off by the amount of butter, cream and sugar required, and the sheer volume of ingredients to make regular chocolate."

Leanne's sheer determination to create Cocolat is evident as she says, "I prefer the pure approach to creating foods with just a few ingredients. I don't want to eat empty calories. I want to eat foods with a purpose, that not only taste good, but are good for you".

Cocolat is going down a treat

"I recently tried some of Urban Kitchen's chocolates and pastries, and they were really delicious. I was sceptical when I heard about a non-traditional confectionery company, but these treats banished all doubts upon the first bite", says William Barry, Food Critic and Writer for John and Sally McKenna's Food Guides.

Beibhinn Byrne from The SuperNatural Food Market acclaims the handcrafted chocolates Leanne continues to improve on with endless hours of dedication. "The combination of nutritional and therapeutic pure, raw, natural ingredients creates a velvet, silky texture that showcases a range of stunning flavours. I've honestly never tasted a food so good." Cocolat is a fresh and wholly natural product, and as Beibhinn Byrne says, "Cocolat puts chocolate firmly back where it belongs in our everyday diet. The health benefits and luxurious taste and flavours are a real deal for me and our customers at The SuperNatural Food Market. I simply don't buy any other fresh chocolates now".

Cocolat customer, Jenny O'Byrne, praises the variety of handcrafted chocolates created by Leanne, saying, "these chocolates are absolutely amazing – truly exquisite, decadent. I love the Aztec. The Maple Cinnamon Cream is delicious, and the Peppermint Cream is gorgeous. The Espresso is amazing, and has a great punch. Each time I buy a box of Cocolat, I do everything in my power to resist eating more". Jenny O'Byrne also commends other sweet creations produced by Leanne in Urban Kitchen. "Of the cakes that I have tried, the Chocolate Salted Caramel Tart is to die for – it must be tried."

Future for Urban Kitchen

Considering Cocolat is going down a storm with food critics and customers alike, the future looks bright for Urban Kitchen.

With her dedication to creating healthy artisan sweet treats evident, Leanne is optimistic for the future of Urban Kitchen. "At the moment, it's just me, and my wonderful husband who helps me oversee all the ingredients and logistics in between his own work. I can currently make up to 200 chocolates a day, handmade in individual batches. If the opportunity comes up for expansion, I will be able to really grow the business."

Meanwhile, Leanne continues to experiment in the kitchen, and is now developing a patisserie range, preserves, and a 3-in-1 product that can be eaten as a dessert, spread or soft-serve frozen treat.

More and more people are asking where this healthy chocolate, Cocolat, is available to purchase. At the moment, it is on sale every Saturday at The SuperNatural Food Market, Pearse Street, Dublin.

Cocolat is really a treat for anyone and everyone. It's simply real food, good food, which will hopefully be available to everyone with a sweet tooth soon.



Discover the taste of Cocolat

- purchase a delicious selection box by phoning, emailing or calling in.

The SuperNatural Food Market,
St. Andrew's Resource Centre,
Pearse Street, Dublin 2.

Email: info@urbankitchenfoods.com
www.urbankitchenfoods.com

28 seasonal flavours and counting

Cocolat is made from 100% all natural plant-derived ingredients, and is free from dairy, gluten, soy, artificial additives and preservatives, and low in natural sugar. The original plain Cocolat is made from just three natural ingredients – cocoa/cacao blend, coconut oil and maple syrup.

The enrichment of Cocolat with natural spices, herbs, essential oils, fruits and nuts, has resulted in the creation of a distinctive range of flavours including Orange and Tarragon, Vanilla Praline and Mint.

As well as tasting amazing, Cocolat is a superfood that has real health benefits. "Cocolat's global flavours have been chosen not just for taste, but for their aromatic and therapeutic benefits. 100% natural herbs and spices, fruits and nuts, and cold-pressed essential oils are extremely high in antioxidants, and bursting with intense and complex flavours", explains Leanne.

