

GELATO JONNY

CONSIDERING *Confectionery...*

You are no doubt currently planning your next season's flavours and looking for new twists on established recipes or alternative ways of displaying or decorating your gelato.



A

particular favourite in the market in recent years has

been to use well-known confectionery, chocolate brands or coloured sweets to lure customers towards your gelato. This can be very effective when used with the right

flavours and in an appropriate way. The question is how do you replicate a branded chocolate in the form of a gelato?

Options for making confectionery based gelato:

There are two main ways of creating a gelato or ice cream to emulate a chocolate brand. You can either add the chopped-up chocolate pieces of your favourite brand to your standard base, or you can start from scratch and build up the flavour by breaking down the component parts. For example, if you decided you wanted to make a Double

Decker gelato mix you might consider using flavours and ingredients such as crispy cereal and nougat along with cocoa. A popular one for the season start at Easter is the traditional Cadbury's Cream Egg (as pictured) or you might prefer a new trend such as Terry's Chocolate Orange Eggs.

Pros and cons for each method:

Option one - chopping up the branded chocolate and adding to your base.

The advantages of using this method are:

- It has the branded chocolate in the mix so you can call it by the brand name
- This also means it will taste of that chocolate brand
- It is more cost-effective than starting from scratch
- It is quick to make

On the downside:

- The branded chocolate bar is designed to be consumed at room temperature, or at coldest from the fridge, so when you add it to ice cream or gelato and keep it in a freezer cabinet you can lose the expected taste and the chunks of chocolate can become very hard
- There is a risk that sugars from the bar could bleed into the ice cream and reduce the stability of the product which can potentially affect the freezing point and the shelf life
- If your chosen chocolate confectionery contains a coloured sugar coating this will invariably bleed into the mixture leaving colourless lumps, similarly, biscuit products can go lumpy and mushy which will affect not only the taste but the texture of your gelato creation



If you are struggling to decide which chocolate bar to choose, either select your own favourite or those of your staff or ask in your local newsagent or confectioners as to what is popular or new.

- The final 'con' of using actual confectionery in our mix is that there is a possibility that not every serving will contain a piece of the bar, which means the experience is not consistent and those receiving a serving without the chocolate pieces will be somewhat underwhelmed by the flavour

Option two - making from scratch

The advantage of making your own gelato using component flavours and ingredients to emulate your chosen chocolate bar or confectionery are:

- You are showing off your ability to adapt and create in an artisan way
- You can use products that you already have on the shelf although you might want to buy a bar/bag etc. to use as a decoration, but if it is your favourite you may already have one anyway
- Obviously, if you are making it from scratch then you are in better control of the stability, texture and balance of the recipe, which will fit with the expectations of your brand and cabinet quality
- The flavour will be throughout the mix resulting in a consistent serving



experience

- Strength of the flavour is designed for use in ice cream so it will taste richer (depending on the quantities you add of course)
- Any chocolate or nut inclusions will retain the structure and not bleed into colourless or mushy lumps as they are coated or created for this purpose

However, there are also some disadvantages to making your own confectionery gelato from scratch:

- You cannot call it 'Terry's' Chocolate Orange or Cream Egg etc. as there is none of this product in the mix, so you will have to employ the tactics of the tribute bands and go for 'Jonny's Chocolatey Orange' or maybe 'No it really isn't Terry's it's mine!' or 'Creamy Egg' etc., although this is another chance to show off your creativity
- There is a risk of getting the recipe wrong (unless you get some friendly advice - you know where to find me!)



So, in summary, it really depends on the style of gelato or ice cream you are serving and who is buying your delicious frozen treats. If you are struggling to decide which chocolate bar to choose, either select your own favourite or those of your staff or ask in your local newsagent or confectioners as to what is popular or new.

If you are keen to use products to create texture or crunch in your gelato such as honeycomb look for the fat coated options to avoid bleed or dissolving and to retain the texture you desire. If you are still not sure then come and see me at the Expo at Harrogate or get in touch via the ice cream training website, www.icecreamtraining.co.uk.

See you next time for the latest scoop. Jonny

Gelato Jonny