

About CARMA®

CARMA®, the Swiss chocolate brand for professionals, was established in Zurich in 1931 by Carl Maentler. His goal was to supply discerning professionals with user-friendly, high-quality products. Today, CARMA® offers a whole range of excellent products manufactured in Switzerland (Dubendorf): couvertures, Massa Ticino™ Sugarpaste, fillings, fruit products, instants and toppings. Thanks to a successful programme of expansion and rising demand, CARMA® has become the partner of discerning pastry chefs, confectioners and catering specialists in Switzerland and more than 30 other countries around the world. CARMA® is the gourmet Swiss chocolate brand of Barry Callebaut, the global leader in the production of high-quality cocoa and chocolate products.

www.carma.ch



CARMA® Instants with a fresh new look



The new look is inspiring

The CARMA® Instant products are unchanged in their quality and remain as versatile and easy to use as they have always been.

However, we decided to give them a fresh new look. In cooperation with the young Swiss illustrator Philipp Dornbierer, we have changed our packaging design, and developed packaging that should really put you in the mood for new ideas and for being a little creative. We think it works quite well. What do you think?

CARMA® Sheer pleasure

Sweet delights, heavenly desserts, exquisite confectionery – the little things that lift our mood every day. The pleasure of sheer enjoyment is in every CARMA® product. And it is there quite simply because we devote so much passion and love to producing these products – because we continue to refine their taste, colours and consistency with meticulous care until they bring a smile to every face. Because sweet things should always create joyful experiences. This is why we live according to the motto «Joy inside», and we are delighted that our new packaging communicates this message even more clearly.



Swiss by nature: Philipp Dornbierer

Design as a language

CARMA® is unique. We therefore work with talented individuals who are able to communicate the unique style and values of the brand in a contemporary way. They include the designers from By Heart, a Zurich brand consulting company. They also include Philipp Dornbierer, a much sought-after young illustrator, who has also worked for the New York Times, IBM, Airbnb and Google, and who has now been able to help us with the design of our packaging by adding a dialect to the design language of our brand.

The CARMA® Instant desserts

With our Instant range, we guarantee a wow effect even when you don't have much time. Our mousse, dessert cream and instant pudding products will allow

you to produce creative results in no time at all – results whose flavour and quality match those of a carefully prepared dessert.

Art. No.	Name	Unit	Shelf life (in months)	Without gelatine	One-step preparation	Freezable	For whipping	Firm
62196	Chocolate Mousse	6×500g bag	12	x	x	x	x	x
62190	Chocolate Mousse	6×400g bag	12			x	x	x
62193	White Chocolate Mousse	6×500g bag	12	x	x	x	x	x
62195	Cappuccino Mousse	6×500g bag	12	x	x	x	x	x
62194	Lemon Mousse	6×500g bag	12	x	x	x	x	x
62192	Dessert Flan	6×450g bag	12	x	x			x
62189	Carma® Flan	6×400g bag	12	x	x			x
62191	Panna Cotta	6×440g bag	12	x				x