

# 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](http://www.carma.ch)



## CARMA® Toppings with a fresh new look



## A new eye-catcher

**CARMA® Toppings are still everything they have ever been: user-friendly products of outstanding quality. We decided it is time to give them a new look.**

After conducting comprehensive research among customers and seeking advice from the CHOCOLATE ACADEMY™ center and from our own research and development department, we set to work. In cooperation with the young Swiss illustrator Philipp Dornbierer, we have developed a new packaging design that captures and reflects the key qualities of our products perfectly. The clean, fresh new look of the labels conveys the idea of the quality and typical flavour of each individual product. And we are delighted with the design. And we are of course looking forward to hearing what you think of it.



## 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 extensive CARMA® Topping range

It is not easy to top the quality of our Toppings. You will find we offer all sorts of different flavours and fresh colours, ranging from chocolate to various fruity notes. A sensation: our unique São Tomé Topping, with cocoa from the Gulf of Guinea region. You must try it!

Art. No.	Name	Unit	Shelf life (in months)	% cocoa content	% fruit content	Ready to use	Freezable	Hot and cold	Vegan
60192	Sensational São Tomé	6×1kg bottle	14	10		x	x	x	
60222	Surprising Choco...ooh	6×1kg bottle	14	9		x	x	x	
60342	Cool Ice Coffee	6×1kg bottle	12			x	x	x	x
60422	Chewy Caramel	6×1kg bottle	14			x	x	x	x
60512	Yummy Strawberry	6×1kg bottle	12		29	x	x	x	
 60252	Delicious Choco...ooh Orange	6×1kg bottle	12	10	24	x	x	x	x
60622	Smooth Raspberry	6×1kg bottle	12		29	x	x	x	x
60722	Juicy Blueberry	6×1kg bottle	14		32	x	x	x	x
60842	Sunny Mango	6×1kg bottle	12		28	x	x	x	x
 60742	Fresh Lime Mint	6×1kg bottle	12		54	x	x	x	x



### Good to know ...

CARMA® not only produces the finest Toppings, but fantastic dessert sauces, too. A fine vanilla sauce with creamy Swiss milk, for example. Or a seductive chocolate sauce containing 34% chocolate.