

# BRIX

## CHOCOLATE FOR WINE

### About Us

Welcome to BRIX. Brix is the first line of chocolates specifically blended to compliment wine. Based on the finest single origin chocolate from Ghana, Brix masterfully combines the outspoken character of the single origin chocolate with the smoothness of the highest quality confectionary chocolate.

The result is a blend so pure in flavor that it actually enhances those nuances found in great wines, without confusing the palate. It is sold in eight ounce bricks, meant to be fractured like a hard cheese and single serve ¼ oz Bites. "Brix" is also roughly defined as the sugar content of a grape before it is harvested for wine. Thus a little play on words...

Dr. Nick Proia, an Ohio pulmonologist, developed Brix when it became obvious to him that no chocolate on the market paired well with wine. Nick and his colleagues would get together monthly to share a few great bottles. Friends would usually bring an appropriate cheese to enjoy with their favorite red. It seemed foolish to Dr. Proia to eat these fat-laden cheeses, after dinner, while trying to benefit from the healthy effects of wines. While the battle of the blood vessels raged on, wine vs. cheese, Dr. Proia decided to try out the pairing of dark chocolate with wine. After trying all different varieties and "strengths" he could find no happy medium. Either the chocolate was too much like eating candy or it was so bitter and complex that it would dominate a fine wine. After a good deal of trial and error, Dr. Proia crafted three blends. At their root is single origin Ghanaian chocolate, known for its red fruit tones. The highest quality confectionary chocolates are then added to create three styles of Brix. Dr. Proia later noted the health benefits of combining chocolate with wine "Both wine and chocolate contain similar compounds, tannins and flavinols, which work to relax blood vessels (lowering blood pressure) and improve lipid profiles"

"It was important to find a healthful, yet complimentary product to replace saturated fat laden cheeses when drinking wine, especially after dinner. A carefully crafted dark chocolate fits the bill perfectly."

## Wine

Like chocolate, man's history with wine is long and storied. From Greek and Roman amphorae to Italian and French casks, wine has traveled the road to civilization.

The deepest and most tannic of the reds, Barolo, Bordeaux and Cabernet typically offer the most tannins and acids found in wines. Amenable to softening with age, these wines historically accompany red meats and aged cheeses. As their dominant tannins wane, incredible complexities are revealed. Black fruit, earth, leather, cedar and pencil lead are just a few of the flavor notes associated with these fine bottles.

The fruitier reds are more playful and typically include Syrah (Shiraz,) Rhone's, Zinfandel, and Merlot. These wines pair well with many different foods and run the gamut from nearly as intense as the "tannic monsters" to the lighter Pinots. Plums, blackberries, cherries, spice and pepper are some of the notes commonly seen in this grouping.

Lighter reds, such as Pinots Noirs, as well as dessert wines including Sauternes and ice wines are some of the most delicate and sophisticated wines made. Cautiously paired with lighter foods and cheeses, a veritable explosion of complexities awaits the educated palate. While the Burgundies and Pinots may suggest lighter red fruit, ice wines and Sauternes may have tropical fruit, nut and tree fruit flavors. Of all the groupings mentioned, these wines deserve the most careful pairings.

Brix has been designed to separately accompany these three wine styles: the darkest reds, the fruitier reds, and the lightest reds and dessert wines. Brix labeling offers suggestions for pairing, taking the guess work out of it.

## Chocolate

From its roots in the ancient civilizations of South America to its evolution as a European luxury good, chocolate has been with man for centuries. It has changed form from liquid to solid and has been successfully blended with milk.

More recently, chocolate has evolved into a gourmet pleasure. Single origin bean sources and exotic inclusions have moved chocolate out of the "candy aisle" into

mainstream and high-end retail. Recently described health benefits of dark chocolate both on blood lipids and blood pressure have created a surge in demand for these complex treats.

Brix is formulated using the finest chocolate from Ghana. Known for its red fruit overtones, Ghanaian chocolate is wonderful by itself but overpowers even the darkest of red wines. At Brix, we've chosen the highest quality confectionary chocolates to blend in with Ghana's finest. In this manner, Brix chocolate compliments wine without confusing the palate.

## Pairing Wine and Chocolate

Pairing wine with chocolate is a relatively recent trend, brought to the forefront by the relative health benefits of each. The pairing is not, however, without controversy most likely because consumers and wine experts alike have struggled to find the right pairings that enhance both the wine and the chocolate.

**Brix Extra Dark (70%)** is specifically formulated to pair with the deepest red wines. Having a very high cocoa content, this Brix blend can stand up to the massive tannins found in these wines. The label suggests Barolo, Cabernet Sauvignon and Bordeaux, Extra Dark also goes well with the younger, heavier, Zinfandels and Syrahs.

**Brix Medium Dark Chocolate (60%)** is the most versatile of the Brix blends. While its cocoa content is high, it remains sedate enough to enhance the fruit forward wines it was designed to accompany. Pair with medium bodied reds such as Merlot, Shiraz, Sangiovese, Tempranillo and Zinfandel.

**Brix Milk Chocolate** is a chocolate designed for the lighter reds such as Pinot Noir and dessert wines. The addition of high quality milk chocolate to the single origin Ghanaian product results in a milk chocolate like no other, both creamy and spicy.

*All of the Brix blends should be fractured with a sharp tipped knife. They should be stored in a cool and odor free environment in an airtight bag.*

Most consumers know how to taste wine. First swirl the wine in the glass to allow the bouquet to release. Take in the aroma first by tilting the glass and smelling the bouquet. Take note of the flavor notes. Now taste the wine and allow air to pass over it to enable the taste buds to sense the flavors. Take time to register the finish.

Fine dark chocolate, like fine red wine should be approached methodically. First, the palate must be cleared making sure no residual flavors are present. Next, break off a large enough piece to coat the entire mouth, about two sugar cubes worth will do. When the chocolate is fractured, make sure it “snaps” away from the bar. This indicates quality both of the product and the process. Always taste at room temperature, as cold will dull taste senses. Smell the chocolate to find any hidden aromas. Now let the chocolate reach body temperature in your mouth. It should spread smoothly and evenly and without a hint of graininess. Once you’ve enjoyed this bite, make a mental note as to how long the tastes linger.

Now try the wine again and see how the chocolate draws out the fruity, earthy nuances of the wine and creates a whole new appreciation of the wine. Wine. Chocolate. Repeat...Bon Appétit!

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MOVE OVER  
CHEESE.

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# BRIX

CHOCOLATE FOR WINE

OPEN STOCK 12 COUNT



# 18 COUNT SHIPPER



# 48 COUNT SHIPPER



### 3 VARIETY GIFT SET



### 2 VARIETY GIFT SET



# Brix Bites

Brix Bites responds to consumers who asked for a portable, portion-controlled variety. Each 1/4oz piece is perfectly sized and shaped to provide a sensory match with a single glass of wine. Brix Bites is packed in a 6oz box with 24 of the 1/4oz pieces in each - 10 extra dark, 10 medium dark and 4 milk chocolate. Perfect for individual consumption or entertaining.



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