

Pretzel

Flavour of the month

November 2024

Are you team sweet or salty?

The pretzel, a symbol deeply woven into European culture, is made from the simplest ingredients—flour, water, yeast, and salt. Yet, the meaning it carries is anything but simple. In Germany, children traditionally wear pretzels around their necks on New Year's Day to welcome new beginnings.

In Christianity, the pretzel's distinctive knot is believed to represent hands crossed over the chest in prayer. It was often enjoyed during Lent and hidden in gardens on Easter morning, much like Easter eggs today. During the Middle Ages, pretzels were given to the poor, serving as both sustenance and a symbol of good fortune and prosperity—a lot of hope in one humble snack.

Today, pretzels commonly come in two forms. The first is the traditional soft pretzel, best enjoyed fresh and slightly warm. These were handmade until the 1930s when bakers developed the ability to twist 40 pretzels per minute. The second type is the hard, crunchy pretzel, first manufactured around 1861 to meet the demand for pretzels that could be delivered to bakeries further away. These small, crunchy alternatives have gained popularity as an easy snack, rivaling crisps. They now come in a variety of shapes, from sticks to thins, and even stuffed, pizzeria-style pretzels have made their way to the market.

The size of the pretzel doesn't limit its flavour. Airlines have released garlic and herb-flavoured pretzels to delight passengers in the skies, while back on the ground, Cheetos introduced flaming hot cheddar pretzels, and Pop Daddy offers pretzel sticks in bold flavours like Thai honey curry and Mexican street corn for that satisfying savoury kick. Although, pretzels aren't just for savoury snacking. Flipz chocolate-dipped pretzels have made their mark, showcasing flavours like last year's strawberry cheesecake and this year's cinnamon bun. Auntie Anne's has also entered the dessert market with their Confetti Pretzel Nuggets—freshly cooked and impossible to resist.

Pretzels have become more than just a snack; their addictive wheat flavour and salty crunch have found their way into a variety of products, most notably in chocolate bars. But that's just the beginning. From cookies to ice cream and even the beloved cheesecake, there's something irresistible about pairing that salty, crunchy pretzel goodness with a creamy, soft base.



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The pretzel is the perfect addition to any concept, whether sweet or savoury, offering a unique combination of texture and flavour. However, its distinctive taste can sometimes get overshadowed. That's where our **Pretzel** Flavouring comes in—specifically designed to enhance and amplify those signature pretzel notes.

A base layer of indulgent chocolate brownie, perfectly shaped to the tin and flavoured with **Morello cherry**, creates a rich, chocolatey, and fruity delight. The chocolate buttercream topping is enhanced with **pretzel** flavouring, adding a golden-brown crust that cuts through the sweetness with buttery caramelization. At the centre, a **smoke flavoured caramel** filling amplifies the savoury notes, delivering a more complex flavour profile.

A decadent tart featuring a rich dark chocolate shell envelops this delightful creation. The base is filled with a fluffy, egg-free marshmallow infused with **caramelized white chocolate** flavour, adding a rich, caramelized note that elevates the sweetness. This is crowned with a smooth chocolate ganache infused with **pretzel** flavour, introducing a caramelized, biscuit-like note that complements the pretzel garnish on top. When sliced, the tart reveals an enticing contrast reminiscent of an Oreo, making each bite a perfect blend of creamy, crunchy, and chocolatey goodness.



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