



Choc
Concept
— *Belgium*

ChocConcept Belgium

Product Catalog Edition 1.4

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Created in 2025

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Belgium

Belgian quality, delivered worldwide

We only work with certified suppliers who meet our high quality standards. Wherever in the world, we are happy to supply you.

Innovation & quality

We choose our products and partners very carefully, so you are assured of top quality. Additional to our standard chocolate, we offer organic, vegan, sugar-reduced and a vast variety of other specialty chocolates.

**Choc
Concept**
— *Belgium*

Your Gourmet Chocolate Solution, Products from A to Z

We aim to profile ourselves as your one-stop-shop chocolate solution. We offer standard and tailor-made decorations, semi-industrial chocolates but also colour stable sugar confectionary. Independent of the size of your request or company, we are happy to connect and review the options.



Attention for people

We are always available for our customers. For any request, big or small, you can reach out to your personal contact.



Quality

We are fully aware of the strict regulations within the food industry. Hence, we commit ourselves on the highest quality standards.



Partnerships

Our goal is a long-term partnership, with both our customers and suppliers. Trust and reliability are important pillars to our business.



Factory and office

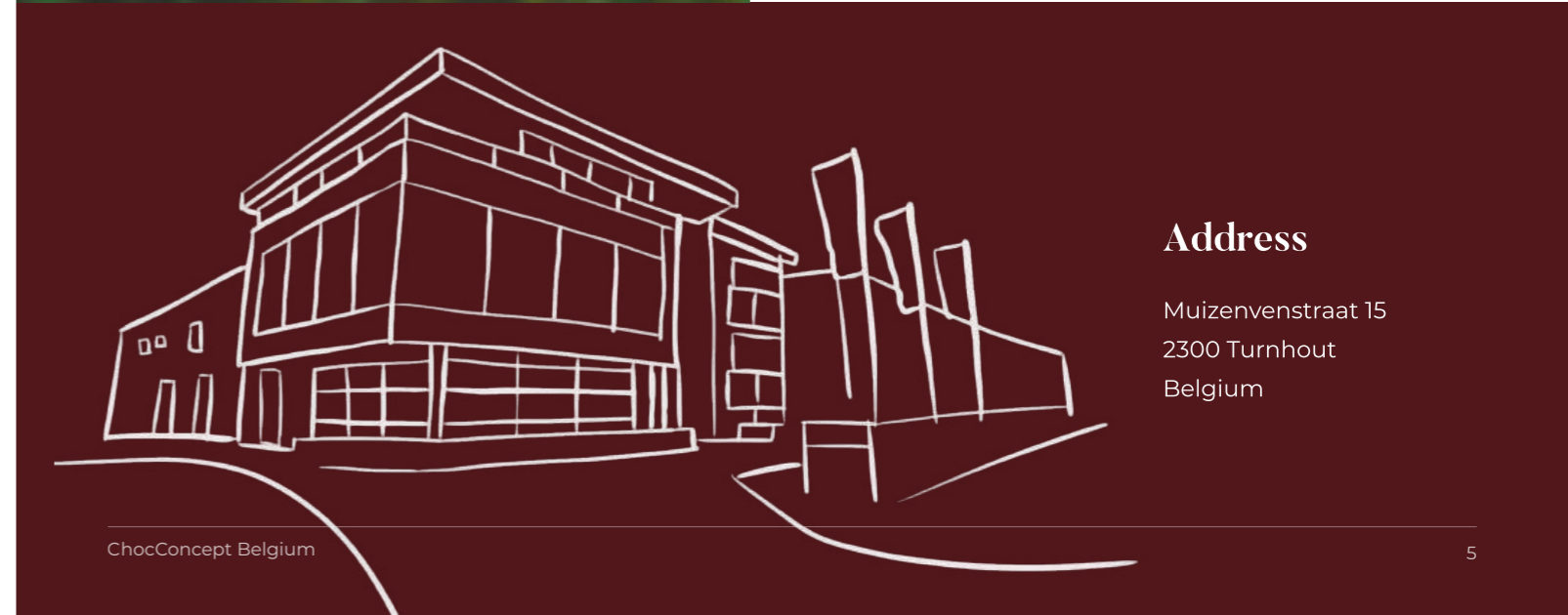
You are welcome at our office and factory in Turnhout, conveniently located near Antwerp. Our state-of-the-art facility is the pinnacle of four generations chocolate experience, brought together in one efficient and modern production facility. Our family business is focused on speed-to-market while keeping maximum flexibility. Our own warehouse is a great asset, allowing us to adjust to specific customers' needs.

As automatization means standardization, we decided to still do a lot by hand. This allows us to serve you with the type of packaging you require! A bag-in-box or full print bag? Let's connect and find the best solution for you.

A new brand, with great heritage

Two well-known family names in gourmet chocolate decided to join forces and that is how Smet and Graban entered their beloved chocolate market again.

Ultimately, the family tradition continues with the next generation ready to enter the field, full of entrepreneurial blood. Michael Graban is stepping to the forefront, born and raised with chocolate. The result: ChocConcept Belgium.



Address

Muizenvenstraat 15
2300 Turnhout
Belgium

A novel gourmet brand with a long chocolate history

JOIN THE CHOCCONCEPT JOURNEY



Belgian gourmet chocolate

- Many delicious flavours
- Belgian quality, available worldwide
- Four generations of chocolate knowledge
- Made with love and respect for the cocoa origins

New: No added sugar

CACHOEIRA DA HARMONIA	AB024
CACHOEIRA DA LUA	AB025
CACHOEIRA DO AMOR	AB023
MOQ 3.2 MT	



Our references

A broad portfolio of Belgian references, each with their own unique taste. ChocConcept has something to offer for everyone!



Milk
BUTTONS

Lait · Melk · Milch

Four sweet yet balanced milk chocolates, that combine a creamy basis with subtle yet fruity notes.

KORTRIJK 32%	AB006
ANTWERP 34%	AB004
DINANT 35%	AB048
TURNHOUT 36%	AB005



White
BUTTONS

Blanc · Wit · Weiß

Two distinct white chocolates differing on smoothness by their palette of vanilla and milk.

NAMUR 29%	AB049
BRUGES 30%	AB007



Dark
BUTTONS

Noir · Donker · Dunkel

Four dark references having a strong roasted cocoa flavor, infused with a diverse fruity and nutty 'taste palette'.

LIÈGE 54%	AB047
GHENT 55%	AB002
BRUSSELS 59%	AB001
DURBUY 71%	AB003

Our CBE-references

CBE (Cocoa Butter Equivalent) is a premium alternative to cocoa butter, crafted with vegetable fats, offering the same rich taste and smooth texture.

Why choose CBE?

- **Cost-effective:** enjoy premium quality at a better price;
- **Versatile:** ideal for bars, coatings, and various confections;
- **Stable:** extended shelf life and better bloom resistance;
- **Sustainable:** responsibly sourced for an eco-friendly option;
- **Easy integration:** this fits seamlessly into existing processes, with tempering and cooling similar to cocoa butter products.

Our CBE-assortment



BASTOGNE 11% AB054



ROCHEFORT 27% AB052

Our CBE-based alternatives (such as blossoms, shavings, drops, chunks, and buttons) are a perfect cost-effective solution for your creations.

At ChocConcept Belgium, we are always innovating to provide high-quality alternatives. CBE is an excellent option for your chocolate formulations!



Compounds

Our compounds are often used for applications such as enrobing, dipping and moulding. It's an attractive alternative to chocolate, which is also easier to working with since tempering is not required.

Each customer has its own preference and we often produce compounds following a customer-specific recipe, all tailored to the desired characteristics for optimum use. Whether you're looking for attractive pricing or easy-of-use, our compound could be a fit for you too!

Shavings & Blossoms



SHAVINGS WHITE
AC036 | 2,5 kg - 12 kg

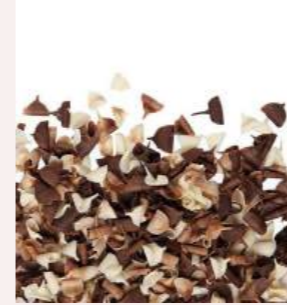


SHAVINGS MILK
AC035 | 2,5 kg - 12 kg



SHAVINGS DARK
AC034 | 2,5 kg - 12 kg

CLASSIC BLOSSOMS



BLOSSOM MARBLED
4mm - 27mm*
AC027 | 2,5 kg - 4 kg - 12 kg



BLOSSOM WHITE
4mm - 27mm*
AC015 | 2,5 kg - 4 kg - 12 kg



BLOSSOM MILK
4mm - 27mm*
AC009 | 2,5 kg - 4 kg - 12 kg



BLOSSOM DARK
4mm - 27mm*
AC003 | 2,5 kg - 4 kg - 12 kg



BLOSSOM LEMON
4mm - 27mm*
AC024 | 2,5 kg - 4 kg - 12 kg



BLOSSOM LIME
4mm - 27mm*
AC025 | 2,5 kg - 4 kg - 12 kg



BLOSSOM ORANGE
4mm - 27mm*
AC026 | 2,5 kg - 4 kg - 12 kg



BLOSSOM CARAMEL
4mm - 27mm*
AC022 | 2,5 kg - 4 kg - 12 kg



The Classics: 1 pallet MOQ
Colors and aroma's: 3MT MOQ



BLOSSOM STRAWBERRY
4mm - 27mm*
AC020 | 2,5 kg - 4 kg - 12 kg

Whether you like your shavings more rolled, flat or in smaller pieces, please ask for the options.

*Besides our standard 9mm blossoms, you can find more sizes and options on page 45.

Sticks & Pencils



PENCIL CEZANNE
AD011 | 200 mm | 120 pcs



PENCIL RAFAEL
AD012 | 200 mm | 120 pcs



PENCIL PICASSO
AD001 | 200 mm | 120 pcs



PENCIL VAN GOGH
AD007 | 100 mm | 240 pcs
AD008 | 200 mm | 120 pcs



DARK NEEDLE
AD026 | 200 mm | 300 pcs



WHITE NEEDLE
AD028 | 200 mm | 300 pcs



PENCIL REMBRANDT
AD002 | 200 mm | 120 pcs



CHOBLY MARBLED
AD025 | 90 mm | 74 pcs



PENNE
AD029 | 35 mm | 1920 pcs



STICKS MARBLED
AD036 | 45 mm |
250/1000/2000 pcs



CHCOSTICKS
AD015 | 85 mm | 145 pcs



PENCIL RUBENS DARK
AD003 | 100 mm | 240 pcs
AD004 | 200 mm | 120 pcs



PENCIL RUBENS WHITE
AD005 | 100 mm | 240 pcs
AD006 | 200 mm | 120 pcs



STICKS WHITE DARK
AD037 | 100 mm | 220 pcs
AD038 | 150 mm | 200 pcs
AD039 | 200 mm | 110 pcs



Jura Program



CARRARA LINEA
AE011 | 0,90 kg



CARRARA PUNTA
AE012 | 0,85 kg



CARRARA LACRIMA
AE010 | 0,90 kg



JURA TRIANGLE
AE001 | 0,90 kg



JURA SQUARE
AE004 | 1,10 kg



JURA RHOMBUS
AE003 | 0,85 kg

Each Jura can also be produced in color. Ask about the options.



MOQ 1 pallet



Decorations



TREETRUNK MILK
AH056 | 75 mm | 1 kg - 3 kg



TREETRUNK WHITE
AH057 | 75 mm | 1 kg - 3 kg



TREETRUNK DARK
AH055 | 75 mm | 1 kg - 3 kg



TREETRUNK STRAWBERRY
AH060 | 75 mm | 1 kg - 3 kg



TREETRUNK CARAMEL
AH059 | 75 mm | 1 kg - 3 kg



TREETRUNK MARBLED
AH058 | 75 mm | 1 kg - 3 kg



SWIRL DARK / WHITE
AH050 | 20 mm | 200 pcs



SWIRL WHITE / DARK
AH052 | 20 mm | 200 pcs



SWIRL WHITE / RED
AH054 | 20 mm | 200 pcs



SWIRL MARBLED
AH051 | 20 mm | 200 pcs



BRUSH STROKE MARBLED
AH040 | 65 mm | 165 pcs



BRUSH STROKE MILK
AH038 | 65 mm | 165 pcs



BRUSH STROKE DARK
AH037 | 65 mm | 165 pcs



BRUSH STROKE WHITE
AH039 | 65 mm | 165 pcs

Reach out for options in other sizes, flavours, and/or colours.



FORÊT DARK

AH011 | 30 mm | 185 pcs
AH006 | 45 mm | 165/333 pcs
AH001 | 65 mm | 165 pcs



FORÊT MARBLED

AH014 | 30 mm | 185 pcs
AH009 | 45 mm | 165/333 pcs
AH004 | 65 mm | 165 pcs



FORÊT ZEBRA

AH015 | 30 mm | 185 pcs
AH010 | 45 mm | 165/333 pcs
AH005 | 65 mm | 165 pcs

Each Forêt can also be produced in color. Ask about the options.



TACO SHELLS LARGE DARK

AL009 | 95 mm | 30 pcs



TACO SHELLS SMALL DARK

AL010 | 60 mm | 28 pcs



Pearls



PEARLS PASTEL BLUE
AG010 | 14 mm | 500 g – 10 kg



PEARLS PASTEL PURPLE
AG015 | 14 mm | 500 g – 10 kg



PEARLS PASTEL PINK
AG014 | 14 mm | 500 g – 10 kg



PEALS MIX D/M/W
AG004 | 14 mm
500 g – 10 kg



PEARLS PASTEL RED
AG016 | 14 mm
500 g – 10 kg



PEARLS PASTEL GREEN
AG011 | 14 mm
500 g – 10 kg



PEARLS PASTEL YELLOW
AG017 | 14 mm
500 g – 10 kg



PEARLS DARK
AG001 | 14 mm
500 g – 10 kg



PEARLS WHITE
AG003 | 14 mm
500 g – 10 kg



PEARLS CARAMEL
AG005 | 14 mm
500 g – 10 kg



PEARLS STRAWBERRY
AG006 | 14 mm
500 g – 10 kg

Increased MOQ,
upon request.





MINI PEARLS BRONZE
AG026 | 5 mm
500 g - 10 kg



MINI PEARLS DARK
AG020 | 5 mm
500 g - 10 kg



MINI PEARLS MILK
AG021 | 5 mm
500 g - 10 kg



MINI PEARLS WHITE
AG022 | 5 mm
500 g - 10 kg



MINI PEARLS CARAMEL
AG024 | 5 mm
500 g - 10 kg

Increased MOQ,
upon request.



Sugar Decorations



Sweet, sweeter, sweetest!

Our sugar decorations are bake-, freeze- and thaw stable. No colour-bleeding on your ice cream or donut. Do you think it's too sweet? Our sugar-free version is your best option!

Looking for a specific design? We'll make it happen!



PUMPKIN (SOFT)

AJ001 | 10 mm | 1 - 2 - 15 kg



STARS

AJ002 | 10 mm | 1 - 2 - 15 kg



PINEAPPLE

AJ003 | 10 mm | 1 - 2 - 15 kg



HEART

AJ004 | 5 mm | 1 - 2 - 15 kg



FLAMINGO

AJ005 | 11 mm | 1 - 2 - 15 kg



CANDY

AJ006 | 10 mm | 1 - 2 - 15 kg



SNOWFLAKES

AJ007 | 10 mm | 1 - 2 - 15 kg



CONFETTI

AJ008 | 5 mm | 1 - 2 - 15 kg

Personalised Sugar Decoration



Pick your form

Existing design
Create your own



Choose your base

Sunflower oil
Cocoa butter



Special recipe selection

Standard
Sugar-reduced
Soft version



Select your colour

AZO-free colours
Without E-numbers
Metallic colours



Truffle Shells



TRUFFLE SHELL MILK
AL002 | 25 mm | 504 pcs



TRUFFLE SHELL DARK
AL001 | 25 mm | 504 pcs



TRUFFLE SHELLS WHITE
AL003 | 25 mm | 504 pcs

Cups



CRENATTI CUP DARK
AL004 | 72 pcs



CRENATTI CUP MILK
AL005 | 72 pcs



TAZZA ESPRESSO DARK
AL006 | 120 pcs



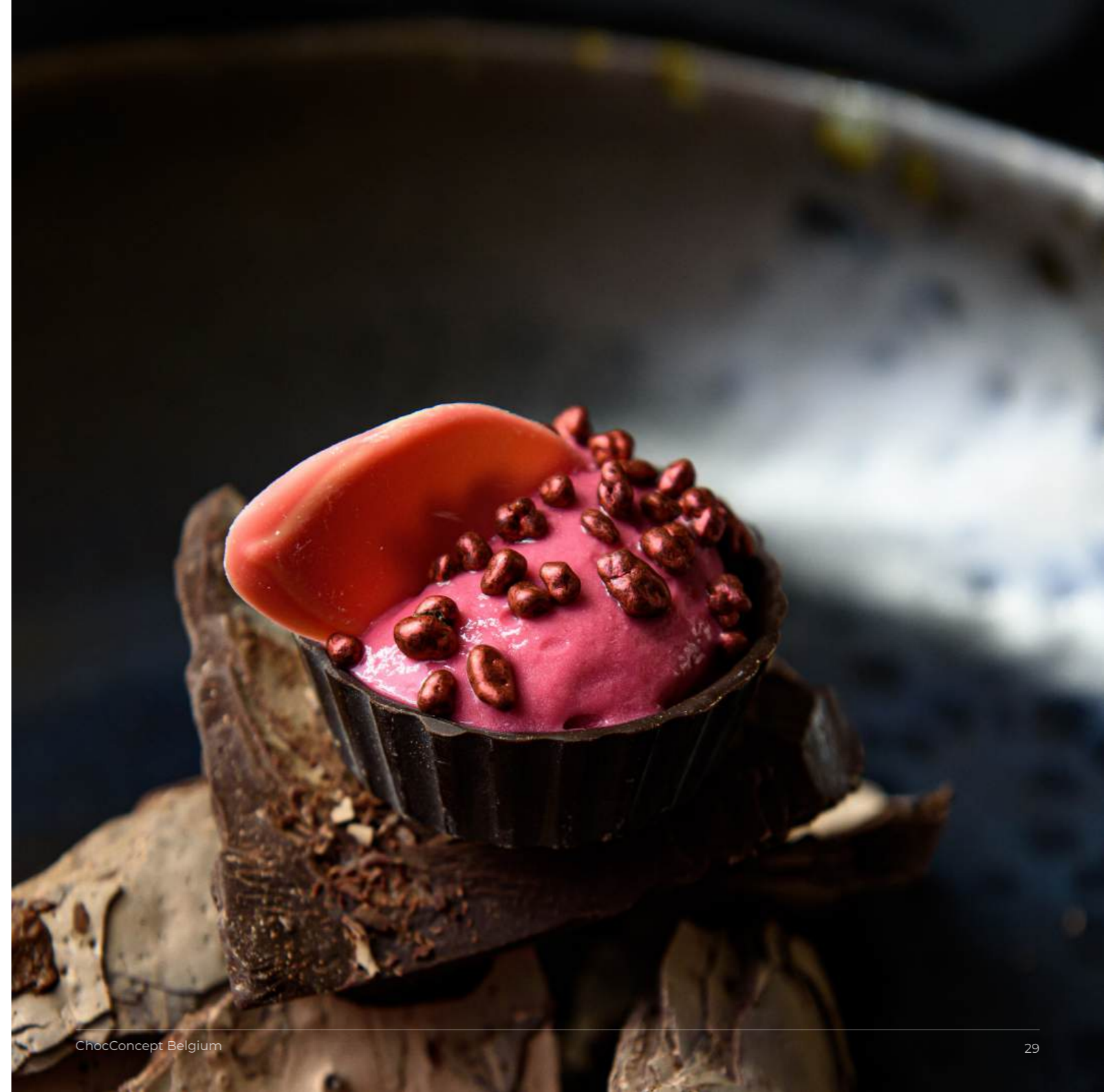
TAZZA ESPRESSO MILK
AL007 | 120 pcs



PETIT FOURS ASSORTI DARK
AL008 | 15 x 48 mm | 288 pcs



VICTORIA CUP DARK
AL017 | 30 x 65 mm | 150 pcs



Coffee Beans



COFFEE BEANS GOLD
AH036 | 12 mm | 1 kg - 8 kg
AH034 | 17 mm | 1 kg - 8 kg



COFFEE BEANS DARK
AH035 | 12 mm | 1 kg - 8 kg
AH031 | 17 mm | 1 kg - 8 kg



COFFEE BEANS MILK
AH066 | 12 mm | 1 kg - 8 kg
AH033 | 17 mm | 1 kg - 8 kg

*we can also add coffee grind or aroma for extra punch.



Bombs



CHOCOLATE BOMB DARK
AL011 | 60 mm | 50 g



CHOCOLATE BOMB CARAMEL
AL013 | 60 mm | 50 g



CHOCOLATE BOMB MILK
AL012 | 60 mm | 50 g



CHOCOLATE BOMB MILK FILLED
WITH SALTED CARAMEL BONBON
AND MARSHMALLOWS INSIDE
AL016 | 60 mm | 50 g



CHOCOLATE SANTA BOMB DARK
AL014 | 60 mm | 50 g



Your personalised packaging



Your logo

Your branding



Printable Decorations



Transfer sheets

Design a custom print for your pralines, decorations, or cakes. We offer pre-cut transfer sheets in 29 x 39 cm as well as individual 4 x 4 cm cuts for single pralines. Alternative dimensions and sheets for magnetic transfer molds are also available.



Transfer blisters

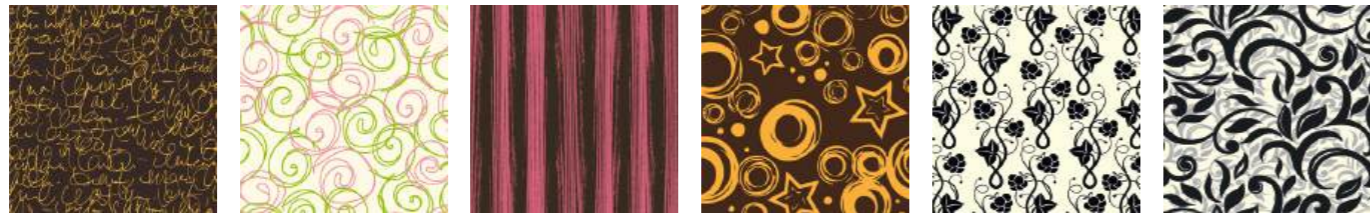
If printing on chocolate just isn't enough, we also offer three-dimensional blisters to create printed chocolate with a customized form or shape.



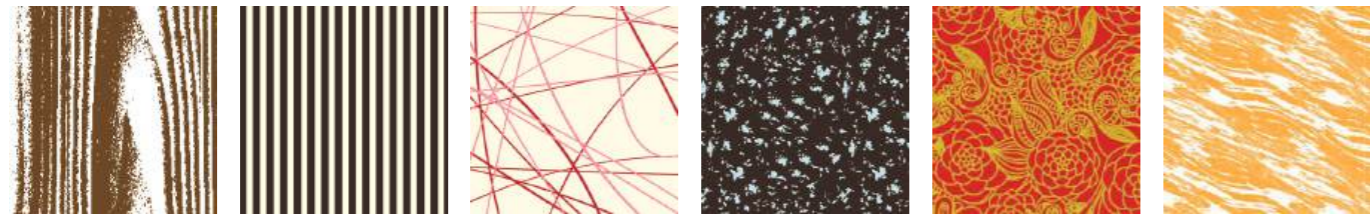
Drawable transfer sheets

By using an edible ink marker, these transfer sheets are the ultimate personalization solution. You or your customers can write any message and have it transferred to any praline, decoration or cake.

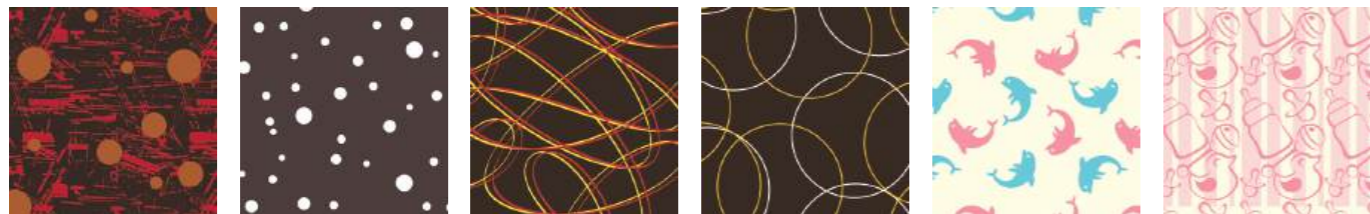
Transfer Sheets



AK044 AK004 AK005 AK045 AK024 AK015



AK040 AK041 AK030 AK016 AK021 AK022



AK035 AK010 AK043 AK008 AK009 AK023



AK031 AK047 AK026 AK018 AK025 AK013



AK036 AK012 AK014 AK027 AK032 AK017



AK042 AK011 AK003 AK019 AK029 AK034



AK038 AK006 AK007 AK046 AK039 AK028

*more options, please ask for the complete overview

Personalised Products

An innovative idea or unique request?

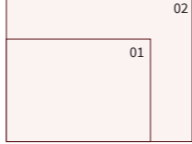
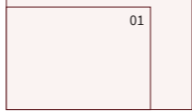
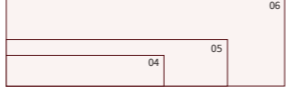
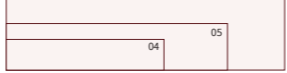
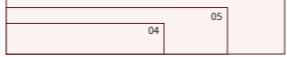
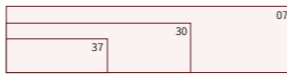

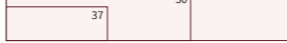
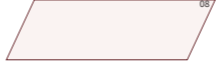

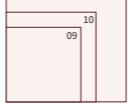
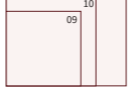
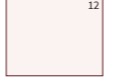

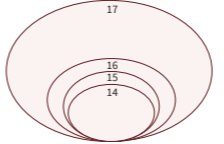
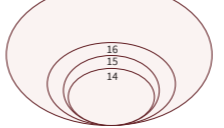
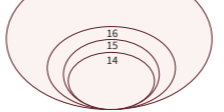
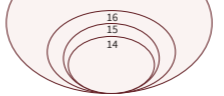
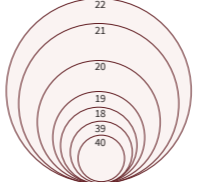
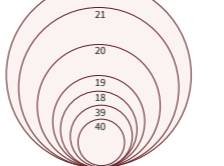
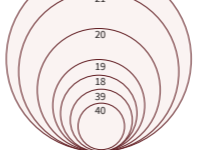

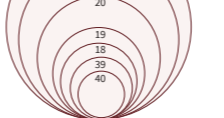
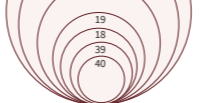

We are more than happy to challenge our network and partners to investigate our options. Innovation is our second nature.

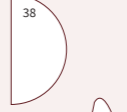













Step 1: Select a shape from our catalogue or request a new design

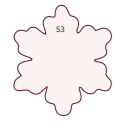
Step 2: Pick your favorite Belgian chocolate

Step 3: Connect and send us your preference, accompanied with your design idea and we are happy to help you with the graphic design*.

*Be aware of the requirements regarding colouring agents / claims

	01	35 x 25 mm	64 pcs/sheet
	02	45 x 35 mm	42 pcs/sheet
	04	50 x 10 mm	84 pcs/sheet
	05	70 x 15 mm	60 pcs/sheet
	06	88 x 28 mm	24 pcs/sheet
	07	85 x 20 mm	40 pcs/sheet
	30	55 x 15 mm	70 pcs/sheet
	37	30 x 10 mm	126 pcs/sheet
	08	65 x 24 mm	35 pcs/sheet
	09	25 x 25 mm	99 pcs/sheet
	10	30 x 30 mm	63 pcs/sheet
	11	40 x 40 mm	42 pcs/sheet
	12	30 x 25 mm	90 pcs/sheet
	13	30 x 30 mm	54 pcs/sheet
	14	27 x 18 mm	100 pcs/sheet
	15	30 x 22 mm	99 pcs/sheet
	16	40 x 26 mm	68 pcs/sheet
	17	64 x 44 mm	30 pcs/sheet
	18	Ø 25 mm	99 pcs/sheet
	19	Ø 30 mm	86 pcs/sheet
	20	Ø 40 mm	45 pcs/sheet
	21	Ø 52 mm	30 pcs/sheet
	22	Ø 60 mm	280 pcs/sheet
	39	Ø 20 mm	176 pcs/sheet
	40	Ø 15 mm	324 pcs/sheet

	38	40 x 20 mm	70 pcs/sheet
	70	25 x 35 mm	81 pcs/sheet
	58	30 x 45 mm	57 pcs/sheet
	72	26 x 40 mm	85 pcs/sheet
	34	150 x 8 mm	45 pcs/sheet
	24	26 x 41 mm	70 pcs/sheet
	31	17 x 34 mm	90 pcs/sheet
	45	25 x 35 mm	84 pcs/sheet
	47	30 x 30 mm	90 pcs/sheet
	25	33 x 30 mm	80 pcs/sheet
	23	50 x 25 mm	60 pcs/sheet
	29	35 x 35 mm	80 pcs/sheet
	27	35 x 50 mm	54 pcs/sheet
	51	33x 38 mm	72 pcs/sheet



53 35 x 25 mm 64 pcs/sheet



44 35 x 31 mm 63 pcs/sheet



50 45 x 21 mm 80 pcs/sheet



Packaging Overview

Want a quick look at our top-selling packaging?



Scan the QR code and find out the exact packaging and palletization options for the products you like. Don't find what you need? Do not hesitate to reach out as we are open to look for a flexible solution.

Please note that we can also produce all products under private label.



NEW

Our branded 5kg bags are now also available in **2,5kg bags!**

Semi-industrial Solutions

At ChocConcept Belgium we have a long understanding of processing chocolate to any type of form. Whether it is Drops, Chunks, Buttons, Curls or other decorations. We ship our products all over the world, directly from our factory in Turnhout.

Drops

Our drops, or chips as people also call them, are a great all-rounder and are available in many configurations. Since these items are often used as inclusion or topping in a semi-industrial environment, we understand there is no one-size-fits-all solution.

Size options: anything between 2,000 and 120,000 pieces per kg.

Types: regular, vibrated or aerated.

Chocolate options: conventional, bake stable specialty or CBE

Standard packaging: 10 to 20 kg bag-in-box or big bags, private label pre-formed bags and variations are possible.

chocolate

cocoa butter

CBE





Buttons

Are basically vibrated drops. However, the application is often very different compared to drops since this is generally used for melting to enrobe or decorate.

Size options: 10 to 30 mm

Type: vibrated

Chocolate options: conventional, couverture, specialty or CBE

Standard packaging: 10 to 20 kg bag-in-box, private label pre-formed bags and private label options are possible.

chocolate

cocoa butter

CBE

Chunks

One of our signature products with many Research & Development hours spent. Often used as inclusion in baking industry with very specific characteristics, tailored to its application. However also used in cereal and derivative applications.

Size options: width: 3 to 10 mm, height: 1 to 6 mm, length: 3 mm onwards

Types: regular, broken, aerated or mixed (multiple lengths in one packaging!)

Chocolate options: conventional, bake stable specialty or CBE

Standard packaging: 10 to 20 kg bag-in-box, private label pre-formed bags and private label options are possible.

A special note about our highly rated Irregular Chunks: we developed very specific tooling to eliminate 'dust' for maximum value and workability. Ask about the available dimensions or a sample!

chocolate

CBE



Blossoms

A true classic which can be found almost everywhere these days. How do we excel? Most likely in the diversity of options.

Size options: from 4 to 27 mm

Types: tight, loose or open

Chocolate options: conventional, specialty or CBE

Standard packaging: 2,5 kg, 4 kg or 12 kg bag-in-box or big bags, but other packaging options are also possible

Still not satisfied with our options? Do you have different product/packaging idea? We are all ears!

chocolate

CBE

Shavings

This item dates back to 1963 when Johan Smet's father started his business by shaving chocolate blocks. Eventually machinery was developed and evolved over the years. Perfect for decoration in-store but also on larger semi-industrial scale.

Size options: one size

Types: one size

Chocolate options: conventional, specialty or CBE

Packaging: 2,5 to 12 kg

Specialty recipes include but are not limited to coloured, flavoured, plant-based, sugar-reduced, protein-enriched and vegan.

For any inquiries about items, sizes or packaging which are not mentioned, please don't hesitate to reach out. Innovation and finding solutions for our relations is our second nature, so we are happy to assist with and supply for your next project.

chocolate

CBE



Product applications

Jura Decoration



Chunks Irregular 'Parmesan'

Drops 120K

Our Drops 120K, also known as 'micro drops', are a unique size in the market and they often fit thru a depositor which is a major advantage.



Chunks Irregular 'parmesan' is unique in shape, perfectly suitable and often used in the ice cream industry.

Chunks Irregular 'Parmesan'

Drops 20K

Jura Decoration

Drops 20K



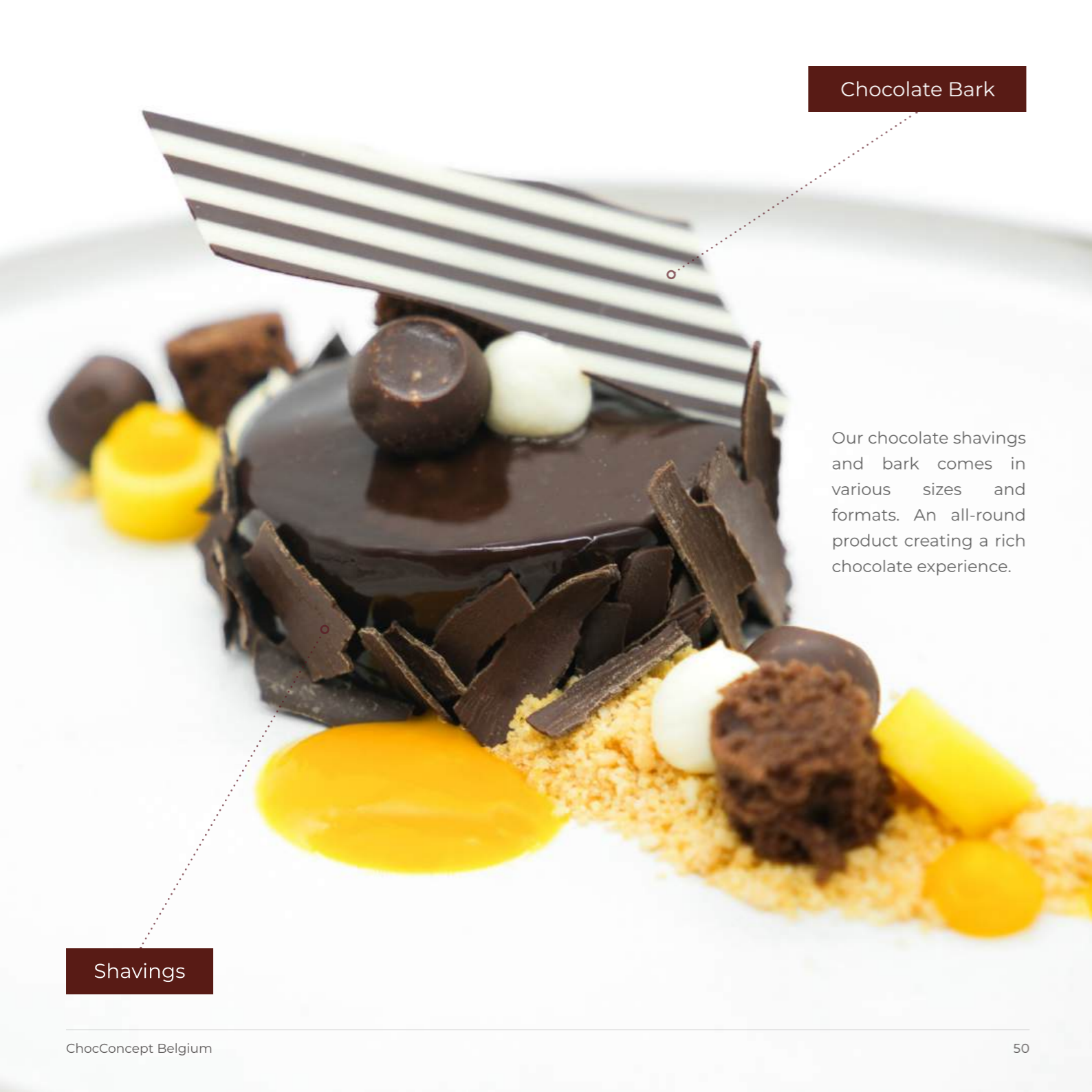
Our unique smallest range of Drops can be used in various ways; as a topping or inclusion. Light enough to not roll of your creation and small enough to fit thru a depositing head.

Drops 80K



Drops 120K





Chocolate Bark

Our chocolate shavings and bark comes in various sizes and formats. An all-round product creating a rich chocolate experience.

Shavings



Drops 120K

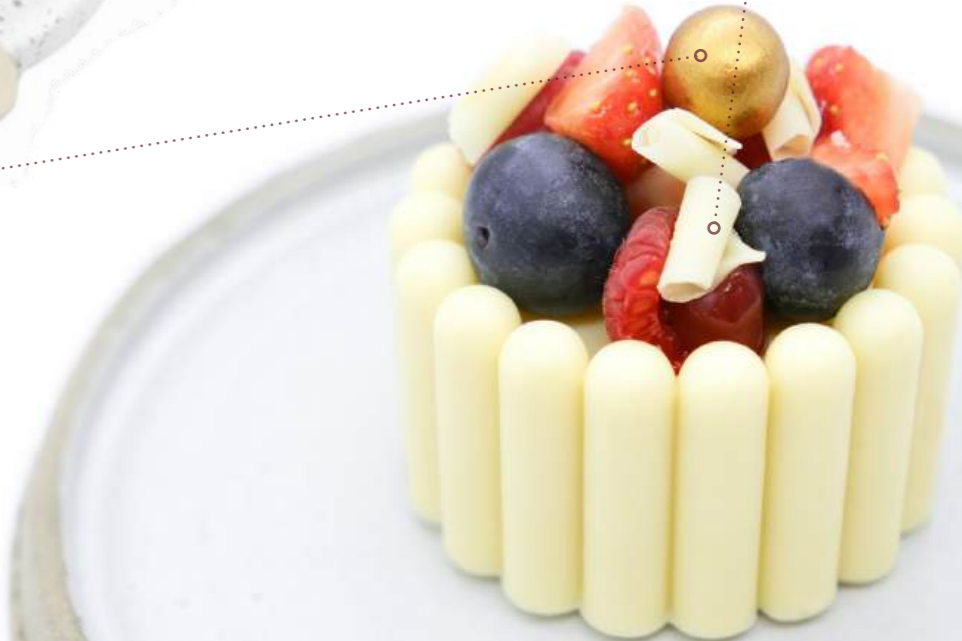
Drops 20K

One of the most common Drops used for decoration or topping. Ideally for a nice spread and still have a nice chocolate taste.

Blossom 9mm

Pearl Gold

Crunchie on the inside and a chocolate layer with gold spay on the outside. Who's isn't attracted to that? Perfect for decorating your gourmet cakes. Also available in smaller size.





Drops 20K



Candle Light

Part of the pencil family but a real stand-out. Applied as general decoration like here, or put straight up as alternative for actual candles.

Pearl Gold




As part of our company policy, we enjoy giving back to the people. This is why we are proud to support a smile for Ghana which offers children and single mothers in Kumasi a brighter future, bringing a smile to their faces!





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