



deZaan

**COCOA POWDERS  
AND INGREDIENTS**

Think Cocoa. Think deZaan.





## Explore deZaan's new cocoa powder range for professionals

Founded in 1911 as a cocoa-pressing factory on the banks of the Zaan River in the Netherlands, deZaan has spent more than a century setting the standard for cocoa ingredient excellence.

At the heart of our approach is a desire to share the vast potential of cocoa with the world. Our cocoa powders are renowned for their variety and quality, with colors that range from red to brown to black, across low- and high-fat contents and natural and dutched variations. Together, our cocoa powders represent the full range of flavors, colors, and textures that cocoa has to offer.

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The deZaan range is a new way to discover the capabilities of cocoa — its diversity of flavor, color, fat content and pH. This opens up a new world for chefs, offering them a bigger palette to create with and the potential to produce inspiring dishes and flavor pairings. deZaan your world!



— Gino Gebhard  
European Chef, deZaan



# deZaan: An Introduction

At deZaan we have been making premium cocoa ingredients for more than 110 years. Using our century of experience in bringing precision and passion to the cocoa industry, we now aim to inspire you to achieve cocoa excellence in the kitchen.

With a rich history and accumulated knowledge, we are now one of the world's leading suppliers of cocoa ingredients. We consistently select only the finest cocoa beans, harness our proprietary processing techniques and utilize our long-held knowledge to offer a complete set of cocoa ingredients to our customers.

In 2020, we launched our first collection of cocoa powders for chefs, to showcase the full spectrum of what cocoa powder can deliver with its complex range of flavor profiles, colors, and technical properties. In this booklet, we highlight our seven cocoa powders, alongside our cocoa mass, cocoa butter and hot chocolate mix, to showcase why our products are so unique, and how they can be used.

**Let us inspire you to explore  
the endless possibilities of cocoa!**



# Cocoa Powder — The Six Elements

When comparing cocoa powders there are six elements to consider:

## 1. Color

Whether brown, black, or red, color is determined by several factors; the cocoa beans, the length and quality of fermentation, the level and type of Dutching, and the length and temperature of roasting.

A distinctive characteristic of cocoa powder is the difference between its dry (extrinsic) color and its wet (intrinsic) color. For the dry color, look at an unmixed powder. For the wet color, look at a powder that has been combined with a liquid substance such as water, dairy, or fat. Here are examples of how color can vary between intrinsic and extrinsic, specifically when mixed with water.

Note on the right how True Dark is lighter than True Gold when dry, but then darker when wet. This is an optical effect created because True Gold is higher in fat (21% vs 11%), which impacts how light is absorbed and reflected.

Also note how dark Carbon Black becomes when wet. Carbon Black is Dutched at the nib stage (as opposed to at the cocoa cake stage), which means that it is lighter when dry than other black powders. However, this effect is dissipated when wet. The advantage of Dutching nibs rather than cake is that the taste is far superior.



TRUE GOLD



TRUE DARK



TERRA ROSSA



RICH TERRACOTTA



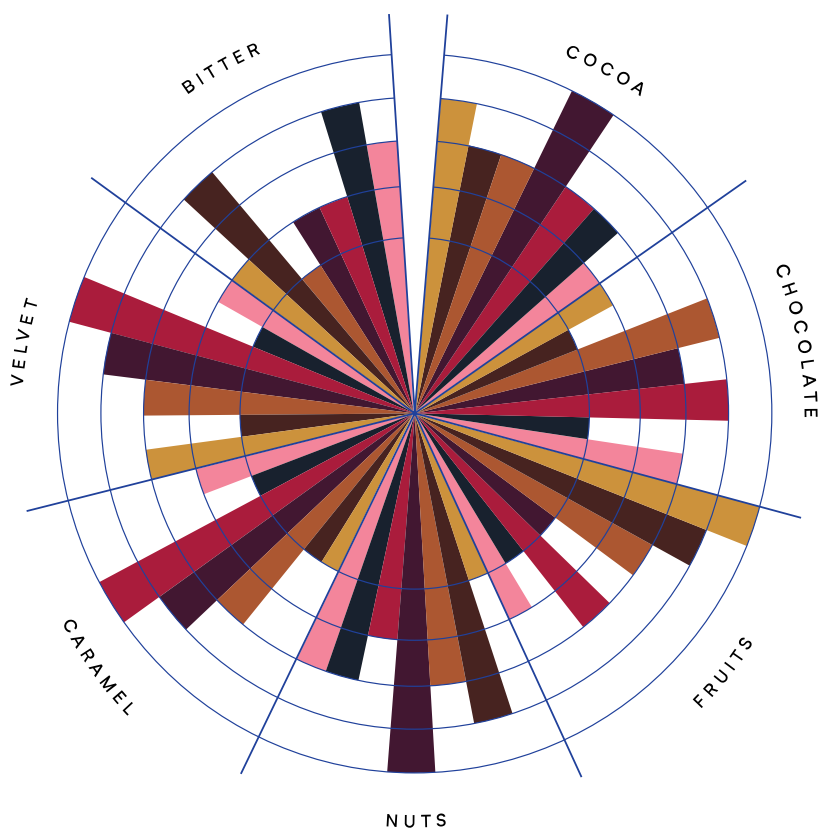
CRIMSON RED



CARBON BLACK



ROSE BLUSH



- TRUE GOLD
- TRUE DARK
- TERRA ROSSA
- RICH TERRACOTTA
- CRIMSON RED
- CARBON BLACK
- ROSE BLUSH

## 2. Flavor

The flavors of cocoa powder vary from chocolaty through to fruity, nutty, and salty. Generally, Dutched cocoa powders have a more mellow, chocolaty taste whereas natural powders have more pronounced acidic, floral, and fruity notes. The deZaan range provides the full spectrum of cocoa flavors.

## 3. Fat content<sup>1</sup>

Cocoa powder is what remains after grinding the nibs and hydraulically pressing out much of the cocoa butter (fat). It is generally either highly defatted (0.5%), low fat (10–12%), or high fat (20–24%). Higher-fat cocoa powders provide a richer mouthfeel and a longer-lasting flavor in comparison with low fat cocoa powders. However, low fat cocoa powders provide a more intense cocoa flavor than higher fat powders due to the percentage of cocoa solids. Highly defatted cocoa powders with a fat percentage of at 0.5% lend themselves well to meringues, macarons, sorbets and reduced fat applications such as dry cookies and puff or flaked pastry.

## 4. Dutching

The Dutching process, also known as alkalization, involves treating cocoa nibs with an alkaline solution. This mellows the acidity, enabling the cocoa's deep flavors to emerge, and generally leads to a darker or redder powder. Heavily Dutched powders have a pH of around 8 and natural cocoa powders a pH of around 5. This change in pH can impact a recipe significantly. For example, a low pH value is acidic, so natural cocoa powders will react with the baking soda to produce bubbles, creating products that are lighter and airier.

### PROTEINS AND FIBERS

| COCOA POWDER            | PROTEIN % | FIBER % |
|-------------------------|-----------|---------|
| TRUE GOLD               | 23.5      | 26.7    |
| TRUE DARK               | 27.4      | 32.8    |
| TERRA ROSSA             | 23.2      | 27.8    |
| RICH TERRACOTTA         | 22.6      | 23.9    |
| CRIMSON RED             | 22        | 27.1    |
| CARBON BLACK            | 26.7      | 28.4    |
| ROSE <sup>1</sup> BLUSH | 27.9      | 36.2    |

### WATER ABSORPTION

|   |                          |
|---|--------------------------|
| TRUE GOLD/<br>TRUE DARK                     | Low water absorption     |
| TERRA ROSSA/RICH<br>TERRACOTTA              | High water absorption    |
| CRIMSON RED/<br>CARBON BLACK/<br>ROSE BLUSH | Highest water absorption |

<sup>1</sup> The way cocoa powders are formally labeled and the nomenclatures used on such labeling and other technical documents provided at point of sale depends on the applicable food regulations in different countries. In this booklet "low fat" describes cocoa powder containing less than 20% cocoa butter (generally 10–12% cocoa butter) and "high fat" describes cocoa powder containing more than 20% cocoa butter (generally either 20–22% or 22–24% cocoa butter). Where you see the term "highly defatted", this refers to the deZaan Rose Blush cocoa powder, which has a cocoa butter content of 0.5%.

<sup>2</sup> Note that both protein and dietary fiber levels can vary by production run and the values listed in the table should only be used as indicative.

## 5. Water Absorption

Cocoa powder is an ingredient that is hydrophobic (or water-hating). It is not soluble but will absorb moisture—dependent on the pH value of the powder. In some cases, a higher pH value absorbs more moisture than a lower pH value. This is important to understand when considering how much liquid or cocoa powder to add to a recipe. For example, adding the same quantity of water to True Gold and Carbon Black will create very different textures; a paste made from Carbon Black will be much thicker. (See table.)

## 6. Proteins & Dietary Fiber<sup>2</sup>

It is important to consider the specific protein and fiber content of each cocoa powder as they vary throughout the range. Understanding this enables you to be more accurate when calculating how much additional protein or fiber to add or remove in recipes such as in ice cream or when converting a recipe to be vegan. Note that protein levels are higher in low fat cocoa powders due to the lower fat percentage. (See table.)

# Sustainability: Working to Secure The Future of Cocoa

As part of our commitment to both the chefs we supply and the farmers we source from, our ingredients<sup>1</sup> are produced sustainably<sup>2</sup> and contribute towards the Cocoa Compass ambition for the future of the cocoa sector.<sup>3</sup> A future where cocoa farmers have higher incomes, children come first and the natural world is protected.



**Focused on farmers**  
Prosperous farmers and farming systems

**Empowered to grow**  
Thriving communities

**Investing in nature**  
Regeneration of the living world

1.75

**MILLION TREES**  
DISTRIBUTED FOR AGROFORESTRY  
AND INCOME DIVERSIFICATION\*

31,291

**CHILDREN**  
HAVE RECEIVED EDUCATION SUPPORT\*

11%

**REDUCTION IN CO2 EMISSIONS  
FROM COCOA PROCESSING**  
PER METRIC TON OF PRODUCT OUTPUT\*



## How does this benefit you?

By choosing deZaan cocoa powder, you are contributing to a healthier cocoa supply chain for people and the planet. And you can pass on this positive sustainability story to your customers, reassuring them that the cocoa ingredients in their flourless chocolate cake or red velvet truffles were produced in the right way.



**Scan the  
QR code to  
learn more.**

Aligned with the United Nations Sustainable Development Goals, Cocoa Compass builds on nearly two decades of supporting cocoa-growing communities worldwide and sets challenging 2030 targets for our supply chain. For more information please visit ofi.com.

<sup>1</sup> deZaan 1kg and 5kg cocoa powders only. <sup>2</sup> Using mass balance principles. <sup>3</sup> Cocoa Compass is the sustainability ambition of ofi's cocoa platform. <sup>4</sup> Per metric ton of cocoa ingredient output. <sup>5</sup> Olam Cocoa Compass 2020/2021



# What Makes deZaan Special?

deZaan cocoa powders are celebrated for their flavor, color, diversity and consistent performance in recipes. This range of seven cocoa powders showcases the spectrum of what this ingredient has to offer. Colors range from vibrant red to dark brown and black, and flavor profiles encompass caramel to fruity and nutty. Each cocoa powder is a creative tool for a chef because every powder's unique characteristics means it will perform differently in recipe applications.

## Why are deZaan cocoa powders world renowned?

### Innovation

deZaan has always been at the forefront of cocoa innovation. True Dark is the world's first natural dark cocoa powder, and Crimson Red is renowned as the reddest cocoa powder available for chefs.

### Quality

Our specifications on color and other technical properties are some of the strictest in the world, so we can guarantee that the cocoa powder in every single bag will perform consistently.

### Fineness

deZaan cocoa powders are also famous for their high level of fineness, with a minimum of 99.5% of the cocoa powder guaranteed to pass through a 75  $\mu\text{m}$  sieve. This is important because smaller cocoa powder particles mean that the total surface area is greater, which positively impacts flavor, mouthfeel, and final color.



**Explore  
the range and  
be inspired.**





# TRUE GOLD

With notes of cocoa, flowers and citrus, this light and fruity, high fat, natural cocoa powder creates a balanced chocolate flavor. It is best used in cookies, desserts, sauces, confectionery, cakes, and breads.

|                                  |             |             |
|----------------------------------|-------------|-------------|
| CITRUS - FRUITY - COCOA - CREAMY |             |             |
| NATURAL                          | FAT: 20-22% | PH: 5.2-6.0 |

## APPLICATIONS

BAKED GOODS



ICE CREAM & SORBETS



CONFECTIONERY



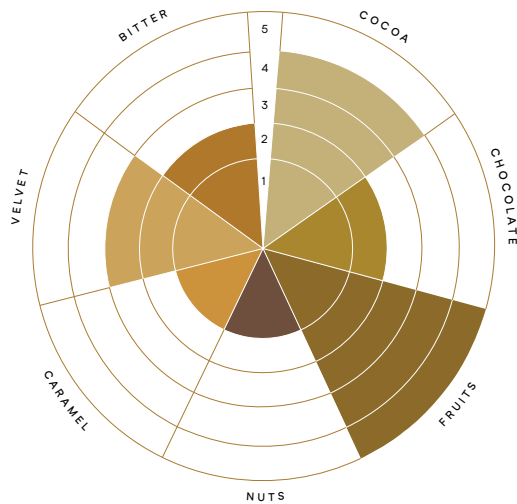
BEVERAGES



SAUCES & GLAZES



## DISCOVER THE FLAVORS



## APPEARANCE



**EXTRINSIC**  
The color of dry cocoa particles, including fat. i.e. the 'dry' color of the cocoa ingredient.



**INTRINSIC**  
The color of the cocoa particles in a solution. i.e. the 'wet' color of cocoa in application.

## FLAVOR PAIRINGS

### INTERESTING AND UNEXPECTED

Young Coconut / Dragon Fruit / Kombucha / Lychee  
Guava / Mangosteem / Matcha

### CLASSIC

Winter Almond / Citrus / Ginger / Peanut / Pomelo



Scan the QR code for product information, recipe inspiration and a wide variety of flavor pairings

TRUE GOLD COCONUT YOGURT POPSICLES





# TRUE DARK

This rich and powerful cocoa powder is a rare combination of dark color in a natural cocoa powder. With notes of nuts and fruits, this intense cocoa powder is perfect in cookies, cakes and breads, confectionery, and ice cream.

NUTS - FRUITS - CITRUS - BITTER

NATURAL

FAT: 10-12%

PH: 5.2-6.0

## APPLICATIONS

CONFECTIONERY



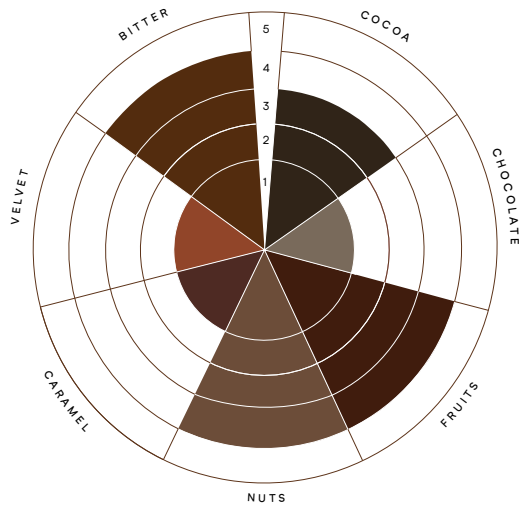
ICE CREAM & SORBETS



BAKED GOODS



## DISCOVER THE FLAVORS



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## FLAVOR PAIRINGS

INTERESTING AND UNEXPECTED

Bergamot / Kumquat / Mandarin / Raisin  
Sharon Fruit / Chai Tea

CLASSIC

Amaretto / Cinnamon / Coconut / Coffee / Mascarpone

Scan the QR code for product information, recipe inspiration and a wide variety of flavor pairings



TRUE DARK MIXED GRAINS BABKA





# TERRA ROSSA

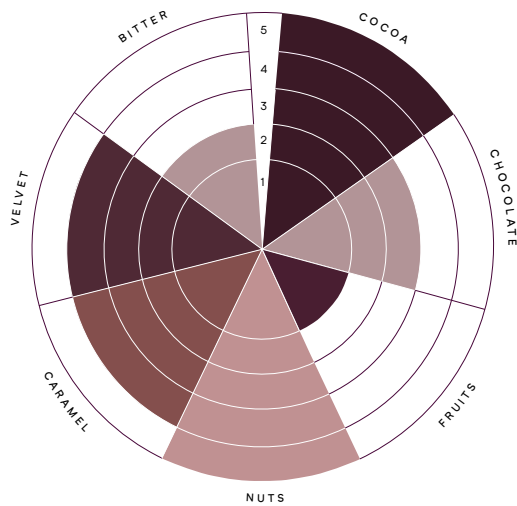
With notes of chocolate, nuts, caramel and cream, this smooth, high fat, dutched (alkalised) cocoa powder creates velvety textured cocoa classics. It is best used in cookies, cakes and breads, ice creams, confectionery, desserts, and drinks.

|                                 |             |             |
|---------------------------------|-------------|-------------|
| COCOA - NUTS - CARAMEL - CREAMY |             |             |
| DUTCHED                         | FAT: 22-24% | PH: 7.2-7.6 |

## APPLICATIONS

|  |  |  |  |  |   |
|--|--|--|--|--|---|
| BAKED GOODS<br> | ICE CREAM & SORBETS<br> | CONFECTIONERY<br> | BEVERAGES<br> | SAUCES & GLAZES<br> | SAVORY<br> |
|--|--|--|--|--|---|

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## FLAVOR PAIRINGS

### INTERESTING AND UNEXPECTED

Lemongrass / Turmeric / Wasabi

### CLASSIC

Nuts / Passion Fruit



Scan the QR code for product information, recipe inspiration and a wide variety of flavor pairings

## COCOA & SALTED CARAMEL CHOUX





# RICH TERRACOTTA

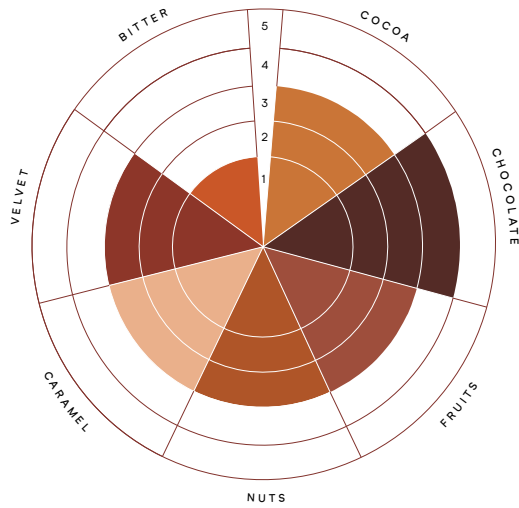
A dark and rich, high fat, dutched (alkalized) cocoa powder for intense chocolate treats. With notes of chocolate, nuts, caramel and cream, this cocoa powder is ideal for cookies, cakes and breads, ice creams, desserts, confectionery, and drinks.

CHOCOLATE - NUTS - CARAMEL - CREAMY  
 DUTCHED | FAT: 20-22% | PH: 6.8-7.2

## APPLICATIONS

|  |  |  |  |  |   |
|--|--|--|--|--|---|
| BAKED GOODS<br> | ICE CREAM & SORBETS<br> | CONFECTIONERY<br> | BEVERAGES<br> | SAUCES & GLAZES<br> | SAVORY<br> |
|--|--|--|--|--|---|

## DISCOVER THE FLAVORS



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## FLAVOR PAIRINGS

- INTERESTING AND UNEXPECTED**  
 Black Rice / Hog Plum / Kaffir Lime
- CLASSIC**  
 Cardamon / Cinnamon / White Pepper

Scan the QR code for product information, recipe inspiration and a wide variety of flavor pairings





# CRIMSON RED

A vibrant and versatile, high fat, dutched (alkalized) cocoa powder for distinctively colorful creations. This cocoa powder boasts a chocolate and caramel flavor, and a creamy and buttery texture, making it ideal for cakes and breads, sauces, ice cream, desserts, confectionery, and drinks.

CHOCOLATE - CARAMEL - CREAMY - BUTTER

DUTCHED

FAT: 22-24%

PH: 7.6-8

## APPLICATIONS

BAKED GOODS



ICE CREAM & SORBETS



CONFECTIONERY



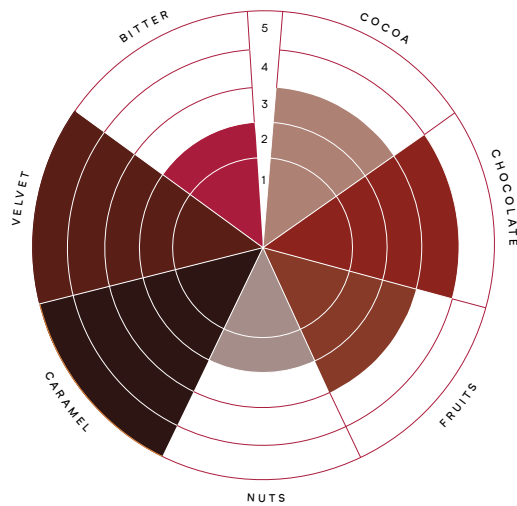
BEVERAGES



SAUCES & GLAZES



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## FLAVOR PAIRINGS

### INTERESTING AND UNEXPECTED

Masala / Miso / Shiso / Oysters / Papaya  
Chestnut / Maple

### CLASSIC

Allspice / Cardamon / Coconut / Gin / Ginger



Scan the QR code for product information, recipe inspiration and a wide variety of flavor pairings

CRIMSON RED & RASPBERRY TART





# CARBON BLACK

With a nutty flavor and salty notes, this bitter, intense, dutched (alkalized) cocoa powder is for lovers of dark chocolate. It is best used in cookies, snacks, and sauces.

|                              |             |             |
|------------------------------|-------------|-------------|
| COCOA - NUTS - BITTER - SALT |             |             |
| DUTCHED                      | FAT: 10-12% | PH: 7.8-8.4 |

## APPLICATIONS

BAKED GOODS



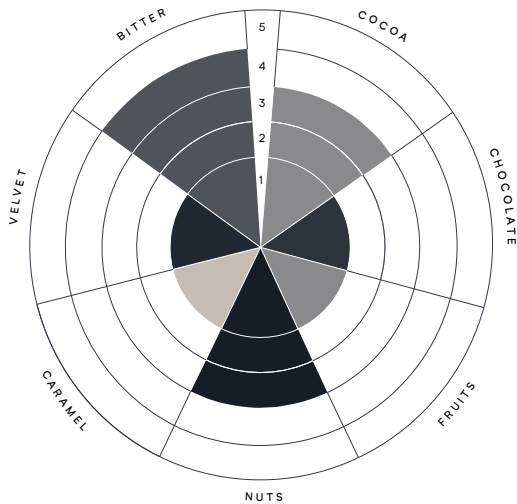
SAVORY



SAUCES & GLAZES



## DISCOVER THE FLAVORS



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## FLAVOR PAIRINGS

INTERESTING AND UNEXPECTED

Chai Tea / Five Spice / Kaffir Lime / Muscovado Sugar  
Soy / Tamarind / Smoked Vanilla

CLASSIC

Allspice / Rum / Vanilla

Scan the QR code for product information, recipe inspiration and a wide variety of flavor pairings



CARBON BLACK BEET TARTLET







# ROSE BLUSH

A highly defatted, versatile cocoa powder with tasting notes of caramel, chocolate and nuts, perfect for light and aerated creations.

|                                    |                   |           |
|------------------------------------|-------------------|-----------|
| CARMEL - BITTER - CHOCOLATE - NUTS |                   |           |
| DUTCHED                            | COCOA BUTTER 0.5% | PH: 7.6-8 |

## APPLICATIONS

BAKED GOODS



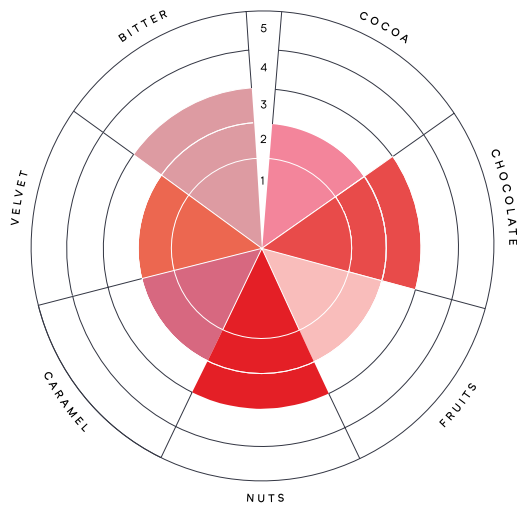
ICE CREAM & SORBETS



CONFECTIONERY



## DISCOVER THE FLAVORS



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## FLAVOR PAIRINGS

### INTERESTING AND UNEXPECTED

Coconut / Shiso / Beetroot  
Crème Fraîche

### CLASSIC

Forest Berries / Cinnamon / Strawberries



Scan the QR code for product information, recipe inspiration and a wide variety of flavor pairings



ROSE BLUSH STRAWBERRY SHISO PAVLOVA



# QUITO ORO COCOA MASS DROPS

Smooth dark nib roasted cocoa mass drops with floral notes and a hint of citrus. 100% traceable, sustainable and single origin from Ecuador.

|                    |   |                    |   |                           |
|--------------------|---|--------------------|---|---------------------------|
| FLORAL             | - | CITRUS FRUITS      | - | DARK BITTER COCOA         |
| 100%<br>COCOA MASS |   | 53%<br>MINIMUM FAT |   | 1KG / 2.2LB<br>NET WEIGHT |

## APPLICATIONS

BAKED GOODS



ICE CREAM & SORBETS



CONFECTIONERY



BEVERAGES



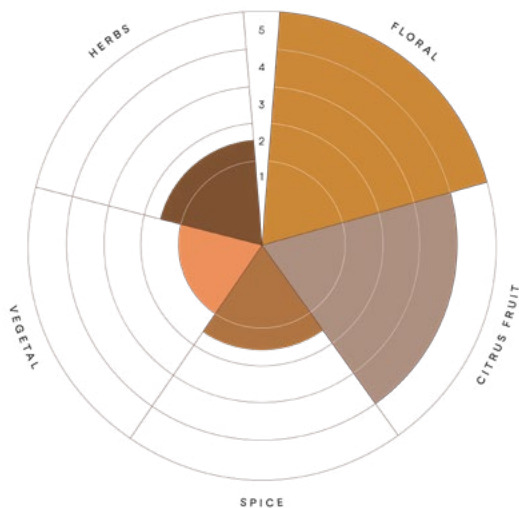
Every Quito Oro pack can be traced back to source using its batch code.

As part of our commitment to both the chefs we supply and the farmers we source from, our responsible production process contributes towards the Cocoa Compass, our ambition for the future of the cocoa sector. This is a future where cocoa farmers have higher incomes, children come first, and the natural world is protected. **Our responsible sourcing positively impacts smallholder farmers, families, communities, and their environments.**

## APPEARANCE



## DISCOVER THE FLAVORS



Uniquely shaped drops provide maximum flexibility, easy handling, melting and efficient preparations. Perfect to create chocolate or mix into gelato, praline or a wealth of other cocoa creations to intensify flavor.

CRIMSON RED & QUITO ORO FUDGESICLES





# STELLAR COCOA BUTTER DROPS

Cocoa butter from the finest cocoa beans, offering outstanding consistency and unparalleled quality.

PURE - PRIME - PRESSED COCOA BUTTER

100% COCOA BUTTER

SUSTAINABLY PRODUCED

1KG / 2.2LB NET WEIGHT

## APPLICATIONS

BAKED GOODS



ICE CREAM & SORBETS



CONFECTIONERY



## APPEARANCE



deZaan Stellar Cocoa Butter Drops are adaptable for a variety of cocoa-based applications, from easily adjusting chocolate fluidity and viscosity to creating a glossy finish and enhanced snap. At 100% pure cocoa butter, Stellar is suitable for vegans - making these drops ideal for use in plant-based ice creams and frozen desserts.

deZaan Stellar Cocoa Butter Drops offer a versatile format for use in recipes or chocolate production processes, with easy melting and product handling.

Our cocoa butters are industry-leading and are pure, prime and pressed in Europe using the highest quality beans, delivering outstanding consistency and unbeatable quality.

The use of cocoa butter creates a silky-smooth texture and mouthfeel.

PEACHES & CREAM





# HOT CHOCOLATE

For over a century, deZaan's unmatched expertise and passion has continually set new standards of cocoa excellence. Crafted from 100% single origin cocoa from Ghana, deZaan Hot Chocolate Mix combines roasted cocoa, vanilla and caramel notes with a velvety chocolate finish.

Gold  
sofi™ Award  
Winner



COCOA - VANILLA - CARAMEL

55% COCOA

VEGAN\* & GLUTEN FREE

EASY TO USE

\* Suitable for vegetarians and vegans when made with plant based milk • No preservatives or artificial flavors

## SPECIFICATIONS

|  |  |   |  |  |
|--|--|---|--|--|
| <p><b>INGREDIENTS</b><br/>sugar, fat reduced cocoa powder, cocoa mass, vanilla</p> | <p><b>SHELF LIFE</b><br/>24 months from date of production</p> | <p><b>PACK / CASE</b><br/>PACK: 2kg / 4.4lb bag<br/>CASE: 2kg x 5</p> | <p><b>YIELD</b><br/>2kg / 4.4lb bag of mix makes 3.2gal of hot chocolate</p> |  |
|--|--|---|--|--|



deZaan Hot Chocolate was awarded with the prestigious sofi™ Award in 2023, from the Specialty Food Association. For professional chefs and artisans who demand nothing short of taste perfection, this acknowledgement underscores the exceptional quality that deZaan Hot Chocolate Mix consistently delivers.



Scan the QR code for product information and recipe inspiration

# Do you Know Cocoa?

Be inspired by our detailed cocoa handbook developed exclusively for chefs and artisans. Meticulously created by expert chefs and combining 110 years of cocoa knowledge.

## In our chef-led book, you will get the scoop on:

- The story of cocoa powder from farming to processing
- Cocoa cooking tips from our expert chefs and chef partners
- The difference pH and fat content can make for precision in your recipes
- How to convert recipes from chocolate to cocoa powder
- 27 foundational and inspirational recipes including technical deep dives
- In-depth technical cocoa knowledge and know-how



Scan the QR code to download your copy.





For recipe ideas and  
more information:



Share your deZaan creations  
using #deZaanCocoa







[dezaan.com](https://dezaan.com)

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Olam International (UK) Ltd.  
The Adelphi, 1-11 John Adam Street  
London, WC2N 6HT

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