



## Making the childhood dream of manufacturing chocolate come true

Mirosław Pelczar is one of Poland's best and most highly-decorated confectioners.

Despite this, he abandoned this career to concentrate fully on chocolate. Today this chocolatier's products are acclaimed both at home in Poland and abroad.

Since he became a professional confectioner back in 1997, Mirosław Pelczar had dreamt of founding his own chocolate company ever. "When I think of my childhood I can vividly remember always enjoying baking. Even as a little boy I would always help my mother in the kitchen, but I would always break something then", Pelczar tells us about his first steps on the long road to becoming one of Poland's leading chocolatiers.

After completing his studies at a baking and confectionery school he worked in a variety of companies where he perfected the skills of his craft. During this period he participated in different confectioner competitions domestically and abroad and won numerous awards and prizes, including the title of Poland's Master Confectioner and the Champion's Medal for his contributions to Poland's confectionery skills. The passionate craftsman also took part in the confectioners world championships.

In 2012 Pelczar decided to throw in his confectioner's apron and finally pursue his true goal of manufacturing his own premium chocolate products. Together with his wife Anna Pelczar, who is also a trained professional confectioner and today runs the couple's

small business, he determined to make his dream come true. He established a chocolate factory in the town of Korczyna and began producing and marketing his refined chocolate products under the brand name "M. Pelczar Chocolatier". In late 2012 after much experimentation the first "compositions" were completed for what is today's expansive company



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product portfolio. Right from the start the Pelczars have insisted on the highest quality in their products and Polish consumers immediately showed their appreciation with consistently increasing numbers. Now on the Polish market for five years, their brand name is recognised by connoisseurs as chocolate of the highest quality. For the last two years this small company has also actively participated in international trade shows where it consistently acquires new foreign customers.

The export share is constantly increasing

85% of the company's revenue is generated on the domestic Polish market, but the export share is constantly increasing. The export countries include Lithuania, Latvia, Angola and the Netherlands. In Poland 70% of Pelczar products are sold through traditional sales channels, with 20% sold through modern sales channels and the remaining 10% sold in specialist stores or via the company's online shop. The HACCP-certified factory is staffed by six employees, with another six added from September to December for seasonal business. At the company headquarters in Korczyna the Pelczars are planning the opening soon of



the first in-house chocolate drink hall in the style of an old-fashioned chocolate factory.

Speaking about his chocolate factory Pelczar says, "As Poland's Master Confectioner and a contestant in the world championship of confectioners I also want to make the sweet dreams of our customers come true with our world-class handmade products. Our broad product portfolio today ranges from homemade pralines and truffles in various flavours to chocolate figurines, chocolate bars, chocolates inspired by wine or beer all the way to different varieties of drinking chocolate and many other chocolate delicacies". Chocolate bars make up the lion's share of the product range at some 60%. Among them, the luxury chocolates marketed under the label "Premium Chocolate" stand out. The 18 different variations exclusively use selected fresh fruits, seasonings and outstanding quality dried fruits as ingredients. Top of the line exclusive products consist of pralines, truffles, chocolates and chocolate figurines with 23 carat edible gold.

Chocolate bar sub-labels include the lines "ChocoWine" and "Choco Beer". The 14 flavour variations in "ChocoWine" are inspired by the world's most popular wine varieties. The chocolates reflect the aroma and flavour compositions of wines from different grape varieties. The cocoa portion is adapted to the strength of the wine.

The rather unusual combination of chocolate and beer

One unique Pelczar speciality consists of chocolates dedicated to the rather unusual combination of chocolate and beer. For Mirosław Pelczar, who has always loved experimenting, the two however are indeed joined by the roasting processes undergone by both the cocoa beans and the roasted malt. The composition also underscores the aromatic note of hops and additionally emanates fruity accents. According to Pelczar, his company's "Chocolate & Tea of the World" line featuring ten varieties of premium chocolate with the most



popular tea flavours is unique throughout the world.

After the chocolate bars, pralines and truffles make up Pelczar's second-largest product group with 15%. These sweet delights are available in elegant packages featuring either 9 or 18 pieces and in wooden boxes, and they are additionally sold loose to hotels and restaurants. Pelczar also creates chocolate figures for a variety of occasions both for children and adults, including customised versions according to customer wishes. These include everything from chocolate lollies shaped as bears, mouths and chocolate ice cream cones, to more adult themes such as chocolate replicas of images from the ancient Indian erotic manual, the Kama Sutra. The product portfolio is rounded out by self-stirred drinking chocolate made from whole milk and dessert, bitter and honey chocolate along with chocolate sticks, and of wooden spoons with a 60g chocolate cube in ten varieties.

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