

# Macalat®: A New Category Emerges in the Chocolate World, Thanks to a Magical New Mushroom Discovery

DURHAM, NORTH CAROLINA, UNITED STATES, March 9, 2024

/EINPresswire.com/ -- The category is [Organic Sweet Dark Chocolate](#) that is honestly sugar free. Sounds like an oxymoron, but it is true. "Tasting is believing!" is the chant from hundreds of [Macalat®](#) consumers in 5 star reviews in test marketing.

## Introduction:

Chocolate lovers and superfoodies rejoice! You can have it both ways, now. Finally, Macalat®, a visionary certified organic brand of chocolate has just introduced a groundbreaking new category in chocolate bars. The name of the new category is Organic Sweet Dark Chocolate. This first-ever, innovative cacao product, addresses the long-standing issue of dark chocolate's bitterness and astringency, once and for all, making nutrient dense 70% dark chocolate more appealing to a wider range of consumers. Currently only a small percent of chocolate consumed is the more wholesome 70% cacao dark chocolate. By harnessing the magical power of an amazing mushroom mycelium-derived flavor modulator, Macalat® has transformed the dark chocolate experience, offering an authentic sugar-free sweet dark chocolate that reveals the natural deep flavors of cacao while eliminating undesirable bitter notes and an unpleasant mouthfeel. Thank goodness!



Macalat® Organic Sweet Dark Chocolate - Organic, Sugar-Free, and Bitter-Free



MycoTechnology

### The Bitter Dilemma:

70% Dark chocolate has gained popularity due to its numerous health benefits derived from cacao. However, many individuals find its bitter taste and astringent mouthfeel unappealing. Currently only a small percent of chocolate is consumed as dark chocolate. This poses a challenge for organic chocolate producers who seek to create dark chocolate that is both nutritious and enjoyable. Traditional methods of masking bitterness with excessive sugar and/or adding milk have proven not in keeping with a healthy lifestyle. Macalat® is a superfood and sugar will never rate as a superfood. It is anything but. In today's health-conscious landscape, artificial sweeteners are also falling out of favor among discerning consumers. There are no organic artificial sweeteners.

### The Role of Mushroom Mycelium:

Macalat®'s breakthrough lies in its integration of [MycoTechnology's](#) ClearIQ™ mushroom mycelia-derived flavor modulator, an incredible natural solution to overcome the bitterness and astringency commonly associated with dark chocolate. Produced using organic mushroom mycelial fermentation, this natural flavor modulator effectively blocks the perception of the onslaught of astringent and bitter off-flavors. This binding process allows the full flavor spectrum of cacao to emerge, unveiling the sweet, complex, and nuanced tastes that lay hidden beneath the fog of bitterness. Like magic.

### Unveiling the True Flavor of Cacao:

Bitterness, sourness, astringency, and other off-notes can mask the delicate and delicious flavors within high-quality chocolate. By utilizing mushroom mycelium flavor modulation, Macalat® reduces these overpowering sensations, resulting in a brighter, cleaner, and clarified flavor profile of cacao. This technique not only enhances the taste experience but also preserves the integrity of other superfood functional ingredients frequently looked for in today's chocolate. The use of mushroom mycelium -flavor modulator as a natural, certified organic bitter blocker and flavor clarifier sets Macalat® apart as a pioneer in the future cacao industry.

### Health and Taste Harmony:

Today's consumers increasingly seek nutrient-dense foods without compromising on taste. Macalat®'s use of mushroom mycelium flavor modulator addresses this demand by neutralizing the bitterness associated with fermented cacao, eliminating challenging bitter notes from the tongue and mouth, in general. This remarkable mycelium flavor modulator enables Macalat® to create sugar-free dark chocolate that delivers a richer, smoother, and more vibrant cacao flavor. By harmonizing healthfulness and taste, Macalat® appeals to the preferences of the modern chocolate connoisseur and the emerging health-conscious superfoodie.

### The Consumer Perspective:

According to the IFI Food and Health Study 2020, a staggering 88% of consumers prioritize great taste when making purchasing decisions, surpassing factors such as price, healthfulness, convenience, and environmental impact. Macalat® recognizes this priority and has successfully

developed a chocolate that caters to the discerning taste buds of consumers while offering a healthier alternative. With Macalat® Sweet Dark Chocolate, the need for excessive sugar and milk to balance bitterness is eliminated, aligning with the evolving consumer trend of reducing sugar and dairy intake.

#### Embracing Culinary Science and Innovation:

Macalat®'s approach to creating a new category in the chocolate world is rooted in culinary science and a touch of mushroom magic. The brand's commitment to culinary innovation, combined with a deep understanding of the science behind flavor, has paved the way for this groundbreaking cacao product. By leveraging transformative superfood ingredients, Macalat® bridges the gap between taste and nutrition, fulfilling the mission of providing food that is both delicious and beneficial.

#### Collaboration with MycoTechnology:

To achieve this remarkable breakthrough, Macalat® partnered with MycoTechnology, an industry leader specializing in mycelium-based solutions. The collaboration between Macalat® and MycoTechnology has enabled a revolutionary dark chocolate experience. By incorporating the magic of mycelium, Macalat® demonstrates the power of interdisciplinary cooperation and innovation in the pursuit of creating an exceptional new chocolate category not possible before this innovation.

#### Conclusion:

Macalat® Organic Sweet Dark Chocolate represents a significant innovation and advancement in the \$140B global chocolate trade. The dark chocolate trade is now only a small percentage at \$50 Billion. Macalat® is the advent of a new chocolate category. By leveraging the unique properties of mushroom mycelium, Macalat® has eliminated the bitterness and astringency that often deter consumers from enjoying wholesome dark chocolate. This breakthrough not only enhances the flavor experience but also aligns with the growing demand for healthier, tastier alternatives. Macalat®'s dedication to culinary science and collaboration with MycoTechnology exemplifies the brand's commitment to delivering a sweet, innovative, great-tasting, and nutrient-dense 70% dark chocolate that is honestly sugar-free. With Macalat®, the future of chocolate is not only sweeter but also brighter, cleaner, and more satisfying without the sugar or the bitterness and astringency that sugar seeks to hide.

Lisa Ellis

The Macalat Company

+1 919-606-1754

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