

**Test results for the future dessert at Paris-Charles de Gaulle airport:  
the passengers have chosen the "Choco Matcha tea" cake**

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On 19 November, 200 passengers at Paris-Charles de Gaulle airport tested 5 chocolate desserts with a view to renovating the menu of SSP (Select Service Partners). Organised in association with Aéroports de Paris, this first dessert testing at an airport has enabled the creation of Paris-Charles de Gaulle future dessert. The experts of SSP's culinary innovation laboratory gathered in the central kitchen of Terminal 1 with one purpose: create the favourite chocolate dessert of the airport's clients.

**Test results: passagers have chosen the "Choco Matcha tea" dessert.**

Whatever the profile of the passengers interviewed, the Matcha tea chocolate cake was the dessert ranked in top position by 66%\* of the passengers. They have chosen it for its texture (for 77% of the people interviewed), its good taste (76%), its originality (75%), and its refinement (74%).

**A dessert of Asian inspiration created by a Danish chef!**

The "Choco Matcha tea" cake is a dessert imagined by Nicolai Poulsen. *"Of Japanese inspiration, this cake is made of Matcha tea, with bits of cocoa beans and dried figs. It is partly coated with a crunchy thin layer of white chocolate"* he declared about the "Choco Matcha tea" cake.



**200 passengers interviewed to choose the future dessert.**

In total, nearly 200 passengers representing the different nationalities at the airport "Foodlab". They selected their favourite recipe then blind-tested 3 types of chocolate in order to determine the right degree of bitterness to be adapted for the selected dessert final recipe. As a result, foreign passengers preferred the chocolate made with 50 percent cocoa mass and French passengers favoured the chocolate with 75 percent cocoa mass.



*Prepared in the very heart of the airport, the desserts were tested by passengers on the same day.*

The crossed results of these two tests conducted by BVA institute have enabled to create the "**Choco Matcha tea**" dessert. This new dessert will be offered at SSP take away outlets at Paris-Charles de Gaulle airport.

\* results of BVA test conducted on 19/11/09 at Paris-CDG

**5 desserts competition**

Each of the five international Foodlab chefs proposed a brand new recipe :

- "*croc Belle Hélène*" by French chef Stéphane Cathelin,
- *Anise-flavored chocolate soup*, « *Spice Chocolate* » by Norwegian chef Tore Kristian Olsen
- deconstructed *Black Forest* by Dutch chef Peter Van Den Bos,
- *Choco Matcha tea* by Danish chef Nicolai Poulsen,
- *Chocolate Burger* « *Don't touch my Burger* » by English chef Sindy Kam Cheong,



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