

April 2024



**CHOCOLATE**  
ENGINEERING

A large chocolate replica of a racing driver in a full racing suit, lying on a grey and black speckled surface that mimics a racetrack. The driver's arms are outstretched, and the chocolate has a textured, slightly cracked appearance.

# CHOCOLATE MEETS MOTORSPORT

[www.racingchocs.com](http://www.racingchocs.com)

# INTRODUCTION

## A LITTLE ABOUT US

At Chocolate Engineering, we are so **PASSIONATE** about racing, our whole business model is focused on creating motorsport themed treats out of chocolate.

We are best known for our classic range of filled chocolates, which are shaped like racing helmets & decorated to resemble some of the most iconic helmets used throughout motorsport history.

Selection boxes of our classic chocolate racing helmet range make great gifts for any motorsport fan but we can also customise the chocolates so that they resemble specific driver helmets, or carry company branding. This makes them ideal for motorsport hospitality & corporate gifting.

This brochure introduces you to the history of our company, our classic chocolate racing helmet range, the various customisation options available & provides examples of some of the custom chocolates we have previously produced.



**MATTHEW POAT**  
Motorsport Chocolatier

# HISTORY

## HOW WE GOT STARTED

In early 2018, Chocolate Engineering founder Matthew Poat saw a photo of some chocolates that were so shiny & colourful, they instantly reminded him of a racing helmet. From that point on, the idea of creating chocolates that were shaped & decorated to look like racing helmets consumed him.

After hacking together a proof of concept mould from an 1/8 scale model of a racing helmet & some silicone, it was clear that the idea had some merit. CAD & 3D printing technology was used to further refine the concept before a production ready mould was commissioned. This needed to be made from 40-shore silicone due to the shape of the helmet. The mould featured 20 cavities.



Once this high quality, professional mould was received, work began on learning all about chocolate, including how it is tempered, decorated, filled, stored, packaged, as well as how to create a food production workshop & setup a new food production business. Matthew put himself through an intensive five day course at the UK Chocolate Academy in Banbury, Oxfordshire, & completed his Level 2 Food Hygiene certification.

Thanks to his background working in the motorsport industry & comfort at marketing, Matthew was able to hit the ground running with his new venture & launch Chocolate Engineering with a bang. The first online order was received in August & by November, Matthew commissioned an additional 19 moulds to be made, in order to keep up with demand. In 2019, investment was sourced enabling the company to acquire two Selmi chocolate tempering machines, which further increased the company's ability to keep up with the ever increasing demand for chocolate racing helmets.

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# PROCESS

## HOW WE DO IT

Each chocolate racing helmet is created & decorated by hand, using a variety of tools & techniques in order to reproduce some of the most iconic racing helmet designs in motorsport.

By combining cocoa butter (the fat component of chocolate) with fat-based food colouring, we are able to produce almost any shade of colour desired through experimentation. This coloured cocoa butter is then sprayed into the moulds via airbrush.

We are able to add extra shine & depth to the chocolate racing helmets by using edible lustre dust, which can be applied at any stage of the process to produce different finishes.

Via the use of stickers, stencils & airbrushes, we can apply basic design features such as stripes, zones, rings, flicks, etc as well as fine details such as driver logos/numbers & sponsor logos.

Tempering of the chocolate is one of the most important parts of the process. This is where you control the final structure of the chocolate crystals via accurate temperature & movement control. Chocolate that is correctly tempered will be shiny, snap when broken & takes longer to melt.





Tempered chocolate is piped into each cavity & the mould is vibrated to release air bubbles. It is then inverted to remove excess chocolate, leaving behind a thin coating which forms the chocolate shell. The coloured cocoa butter decoration adheres to this chocolate shell as it sets.

Once set, fillings are piped in & then the mould is topped off with a layer of tempered chocolate to create the flat base of the chocolates. We apply an acetate sheet with "Racing Chocs" repeated on it in white cocoa butter, so that once the base layer has set & the acetate is removed, every chocolate racing helmet carries our branding.



# FOOD SAFETY

## THE HIGHEST STANDARDS

Our small chocolate production workshop has been issued a Food Hygiene Rating of 5, the highest rating attainable. We have procedures in place to ensure that every chocolate racing helmet produced is of the highest standards & that, in the event of any problems, we have full traceability of ingredients back to our suppliers.

Although our production facility is peanut-free, we do use tree nuts in some of our products. Due to their constant presence within our chocolate workshop, all chocolates produced may contain nut traces.

All our products are supplied with an accompanying ingredients & allergen list. This information is also available on our website at [www.racingchocs.com](http://www.racingchocs.com)



# CLASSIC RANGE

## INSPIRED BY LEGENDS

We currently offer a range of standard chocolate racing helmets, whose designs have been inspired by racing heroes as well as contemporary drivers. Each design has a different combination of chocolate shell & filling.

Popular flavours include:

### CARAMEL BASED FILLINGS

Soft Caramel  
Salted Caramel  
Dulce de Leche

### CHOCOLATE GANACHES

Milk Chocolate Ganache  
Dark Chocolate Ganache  
Vanilla Ganache

### NUT BASED FILLINGS

Hazelnut Praline  
Almond Praline  
Pistachio Praline  
Marzipan

### TEXTURED FILLINGS

Cookies & Cream  
Biscuit Ganache  
Coffee & Cocoa Nib

### ALCOHOLIC GANACHES

Champagne Ganache  
Rum Ganache  
Baileys Ganache  
Cointreau Ganache  
Cappuccino Ganache  
Honey Ganache

### FRUIT GANACHES

Orange Ganache  
Strawberry Ganache  
Lemon Ganache

### FONDANTS

Mint Fondant  
Violet Fondant



We regularly update the designs & flavours of our chocolate racing helmets to keep our classic range fresh & exciting.

# CUSTOM DESIGNS

## CORPORATE GIFTING

We don't just replicate helmet designs, we can apply branding to the chocolates, packaging or produce completely unique creations.

Whether you're looking to show gratitude to your sponsors at the end of the season, or treat your hospitality guests to some tasty treats on race weekends, we can craft the perfect confections for your occasion, using your own helmet design, team colours and flavour preferences as inspiration!







# CUSTOMISATION SOMETHING UNIQUE

Chocolate Engineering prides itself on being able to offer customers the ability to fully customise their chocolate racing helmets in specific ways including:

- SHAPE**
- CHOCOLATE TYPE**
- FILLING TYPE**
- CHOCOLATE DECORATION**
- BRANDED PACKAGING**
- INCLUDED LITERATURE**

There is a minimum order quantity of 100 chocolates for custom designs. Additional costs for exotic ingredients and custom packaging may also be applicable.

It can take up to 3 weeks to go from conception to a fully realised chocolate racing helmet. Once the design phase is complete, the delivery time will depend on both the complexity of the design and the quantity required.



## **STAKE F1 TEAM CHOCOLATE RACING HELMETS**

Crunch Communications  
February 2024

To help launch the rebrand of the Sauber F1 team, we were tasked by Crunch to replicate the 2024 helmet designs of drivers Valtteri Bottas & Zhou Guanyu. They requested that the fillings be neon green in colour to reflect the teams vibrant new livery.





**ZAPTEC GO**  
**CHOCOLATE ELECTRIC CAR CHARGERS**

ZAPTEC  
March 2023

Electric car charging brand Zaptec wished to gift small, filled chocolates in the design & colours of their Go charger. This required us to produce custom moulds. Each different colour is a different flavour.

## AMD CHOCOLATE RACING HELMETS

CSM/Wesserman  
Various Times

For a number of years, we have supplied custom AMD & Mercedes AMG F1 inspired chocolate racing helmets to AMD as part of their sponsorship activities. The designs have changed over the years, reflecting the ever changing helmet designs of their drivers Lewis Hamilton & George Russell. The boxes feature a printed sleeve with AMD branding. Each box comes with ingredients & allergen cards inside.



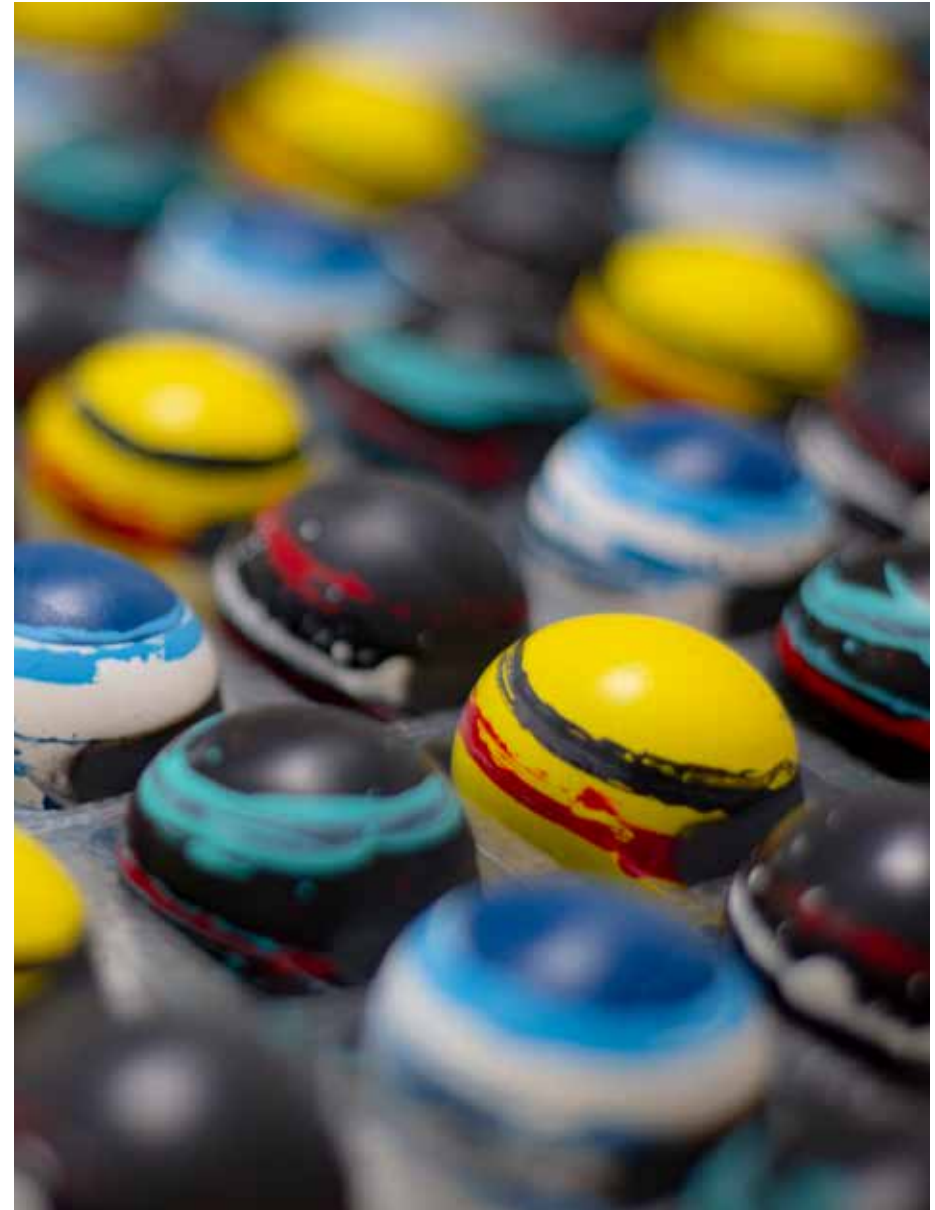


## INDIANAPOLIS MOTOR SPEEDWAY CHOCOLATE RACING HELMETS

INDIANAPOLIS MOTOR SPEEDWAY  
AUGUST 2023

We were approached by the iconic Indianapolis Motor Speedway, home of the Indy 500, to create some custom chocolate racing helmets for their Brickyard Weekend event. We branded the 4pc boxes with stickers featuring the IMS logo & created chocolates based on their design requirements.

The hope is that we can do more with them during the “Month of May” in 2024.





## CROWDSTRIKE RACING SCULPTURE & CHOCOLATE RACING HELMETS

CROWDSTRIKE RACING  
June 2023

We have worked with IMSA team CrowdStrike Racing for a number of years, supplying custom chocolate racing helmets. For their title sponsorship of the 24 Hours of Spa, they commissioned us to create a chocolate sculpture & deliver it safely to the Spa Francorchamps circuit in Belgium. We based the shape of our sculpture on the iconic Eau Rouge corner, added the national flower of Belgium (poppy), the CrowdStrike logo, clock, Audi GT3 & Mercedes GT3. We complimented all this detail by using the colours of the Belgian flag.



## OSCAR PIASTRI INSPIRED CHOCOLATE RACING HELMETS

HP TUNERS  
January 2023

Oscar Piastri's father runs a highly successful company called HP Tuners, which makes aftermarket ECU's for road cars. When Oscar was given a race seat in F1 by McLaren, we were asked to recreate Oscars helmet in chocolate form. This was initially a daunting task as his helmet is very detailed however we were able to distill the design down to a number of elements which, when put together, resembled his racing helmet. These used milk chocolate for the shell & salted caramel for the filling.



## ALEX ALBON CHOCOLATE RACING HELMETS

ALEX ALBON  
May 2022

We were asked by the Albon family if we could replicate Alex's 2022 helmet design in chocolate, to be given as a gift to friends, sponsors & supporters.

These were some of the most involved designs we have ever produced due to the amount of detail contained on each helmet, however when the end result was placed alongside a scale version of Alex's helmet, our efforts were vindicated.

We have since supplied the Albon family with other custom chocolate products, as gifts to team staff at Christmas.







## COGNIZANT ASTON MARTIN F1 TEAM CHOCOLATE RACING HELMETS

CSM  
JUNE 2021

We supplied the Cognizant Aston Martin F1 team with chocolate racing helmets for various hospitality events throughout the 2021 season. These were custom versions of our Classic Range designs "The Finger" & "Stroller" whereby the chocolate type & filling were changed. We also added a Cognizant branded design to fill out the Cognizant branded 6pc box.



## AMAZON WEB SERVICES BRANDED CHOCOLATE RACING HELMETS

BRIGHT PARTNERSHIPS

June 2022

To celebrate the expanding partnership between Formula 1 & Amazon Web Services, we were asked to create AWS branded chocolates for various sponsorship activation events throughout the 2022 season.

As with a number of our repeat customers, they opted to refine the packaging & flavour combinations over time.

Since there was sometimes many weeks between events, we opted to product chocolates fresh everytime, to maximise the chocolate shelf life.



# UNIQUE CHOCS

## A BIT DIFFERENT

Our team are skilled chocolatiers. This means that our capabilities far exceed just creating chocolate racing helmets. Challenge us!





# CHRISTMAS & EASTER

We are always extremely busy at Christmas & Easter so if you are thinking of doing any corporate gifting around these times, we urge you to contact us as early as possible.



# OTHER PRODUCTS

## NOT JUST HELMETS

As well as our filled chocolate racing helmets, we have produced a number of other motorsport based chocolate creations, including our Apex bars, steering wheels & even trophy replicas.

We are always looking for new challenges so if you have an event coming up where you want some interesting chocolate based treats for your gift bags or edible centrepieces for your tables, please get in touch.





# LARGE HELMETS

## AN EGG ALTERNATIVE

Our larger, hollow chocolate racing helmets are a perfect alternative to chocolate eggs at Easter time. They can carry corporate branding or take inspiration from an existing helmet design.



# TEAM BUILDING

## CHOCOLATE EXPERIENCES

We regularly open our workshop to corporate team building events. Whether you are looking to entertain staff for 1-2 hours or a full day, we can provide fun & engaging activities that they will remember long after all the chocolate they've taken home has been eaten.

Get in touch to check when we can next welcome your team into the chocolate workshop.



# GET IN TOUCH SWEETEN YOUR GUESTS

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