

On a chocolate high

'PEOPLE Chenddyna Schae's Jus' Trufs offers customised chocolates to make every occasion special

"During my job at the Taj pastry kitchen, I was given a mound of chocolates to wrap. This was my first touch and feel of chocolate. Back then, I did not know that I would be doing this for the rest of my life", says renowned chocolatier Chenddyna Schae. Chenddyna launched Jus' Trufs to create a brand for her exclusive chocolates.

From a small beginning with a Diwali stall at the Bombay Store to having big corporates as clients, Jus' Trufs has come a long way since its inception in 2001. Opting out of mass production, Chenddyna carved a niche for herself by customising chocolates to meet the need of each client.

Making burgers, pizzas and cakes while in Manipal and making chocolates after she moved to Mumbai, Chenddyna had a modest beginning as a self-made entrepreneur. After relocating to Bangalore, she launched Jus' Trufs after a 10-year hiatus.

In the nascent stages of her venture, Chenddyna's kitchen was her workplace and her domestic help assisted her in chocolate making. She now has a dedicated team and a factory that can produce up to 100 kilograms of chocolates per day. There were just four varieties initially, but now Chenddyna finds it hard to put a number on the flavours on offer.

Jus' Trufs is known for its soft-centered truffles but it offers a lot more than just truffles. Exotic Belgian chocolates, liquor chocolates, chocolate lollypops, chocolate-coated biscuits and even sugar free chocolates have been introduced over the years. Local flavours like cinnamon, elaichi, chai masala and coconut are a huge hit with foreigners who savour the taste of India in the chocolates. Innovative creations like edible chocolate photo frames, chocolate roses and chocolate logs add variety to the collection. Photographs, logos, invites and messages for any occasion can be printed on these custom made chocolates.

"There is immense attention to detail. Maintaining personal contact with clients is sometimes challenging but essential if we need to understand their specific requirements", says Chenddyna talking about the care taken to process each order.

The ingredients are sourced from the far corners of the world. "Raw chocolate is imported from Belgium and coco beans are from Ghana. We have other raw materials coming from Singapore,



SAVOURING IT in delectable flavours

Madagascar and Sao Thome. Blending these ingredients is our secret recipe", says Chenddyna. The colours and flavours of the season influence the presentation of the chocolates.

Different moulds and wrappers are brought out for special occasions like Valentines Day, Christmas, Diwali, Rakhi, Father's Day and Easter.

To keep up with the spirit of the ongoing football frenzy Jus' Trufs has in-

troduced chocolates that resemble footballs. Jus' Trufs provides end-to-end solutions in designing chocolates and hampers that are delivered to different parts of India and abroad.

The packaging is customised for each delivery depending on the distance and weather conditions. While some chocolates are bought for a reason, the others are for the season and the rest are for sheer indulgence in rich chocolate that

makes people high and happy. Jus' Trufs have their counters at Hypercity in Whitefield, Columbia Asia Hospital Crossword on Residency Road, Infinita on Cunningham Road, Chocoworld in Jayanagar and at the International terminal of the BIAL. Log on to <http://www.justrufs.com/>

This column features those who choose to veer off the beaten trail
SHALINI SATIS