On a chocolate high

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

uring my job at the Taj pastry kitchen, I was given a mound of chocolates to wrap. This was my first touch and feel of hocolate. Back then, I did not know at I would be doing this for the rest of 1y life", says renowned chocolatier henddyna Schae. Chenddyna unched Jus' Trufs to create a brand or her exclusive chocolates.

From a small beginning with a Diwali tall at the Bombay Store to having big orporates as clients, Jus' Trufs has ome a long way since its inception in 001. Opting out of mass production, henddyna carved a niche for herself by ustomising chocolates to meet the seed of each client.

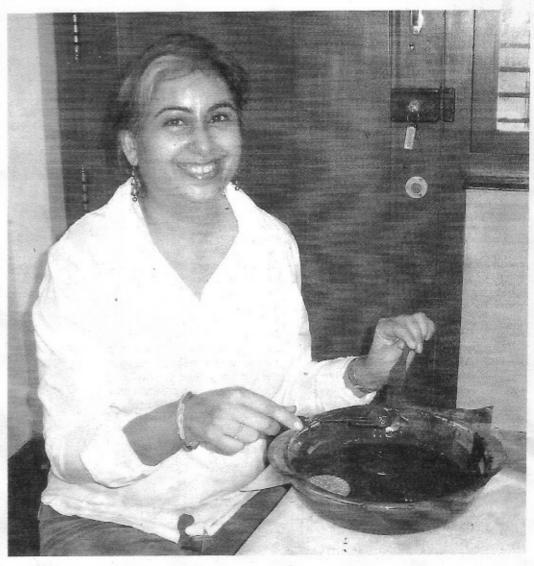
Making burgers, pizzas and cakes while in Manipal and making chocoates after she moved to Mumbai, henddyna had a modest beginning as a elf-made entrepreneur. After relocating to Bangalore, she launched Jus' rufs after a 10-year hiatus.

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

Jus' Trufs is known for its soft-cenered truffles but it offers a lot more han just truffles. Exotic Belgian chocoates, liquor chocolates, chocolate lollypops, chocolate-coated biscuits and even sugar free chocolates have been ntroduced over the years. Local flayours like cinnamon, elaichi, chai masaa 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, Diwall, Rakhi, Father's Day and Easter.

To keep up with the spirit of the ongoing football frenzy Jus' Trufs has introduced chocolates that resemble footballs. Jus' Trufs provides end-toend 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. Ju Trufs have their counters at Hypercit in Whitefield, Columbia Asia Hospita Crossword on Residency Road, Inf nitea on Cunnigham Road, Chocoworl in Jayanagar and at the Internation terminal of the BIAL. Log on to http:/ www.justrufs.com/

This column features those wh choose to veer off the beaten tracl SHALINI SATIS