# Successful R&D activities generating new sales volume

**Additional information:**
www.barry-callebaut.com/innovation

The number of projects started in Research & Development (R&D) increased 11% versus prior year to 2,131. This increase was driven by customer requests for recipe optimizations as well as by projects for certified chocolate, which more than tripled in volume during the year.

The key performance indicator of our R&D efficiency, the project success rate, went up 8% to overall 58%. 72% of our sales were generated with products developed in the last 5 years. We hold some 40 patent families.

In early 2012, Barry Callebaut introduced the world's first real chocolate inclusions for ice cream. Unlike standard compound-based drops, our ChocMelts™ inclusions are made from 100% chocolate, offering the same flavor and texture of genuine chocolate even at low temperatures.

We won two prestigious awards at the Food Ingredients Europe (FiE) fair with the Terra Cacao™ chocolate based on our patented Controlled Fermentation technique. We also received first prize for the best innovation at Unilever's "Partner to Win" supplier event in recognition of a special chocolate we developed for a new Magnum® ice cream that was launched in summer 2012.

Barry Callebaut made considerable progress with its agronomy research program in Asia: By growing cocoa trees with other plants, we were able to increase the yield per hectare by 50%. Investigations to better understand the phenomenon of fat blooming and to identify new cocoa-based compositions with an improved heat resistance profile were also carried out. We continue to research the functional components of the cocoa bean in order to obtain further insights into the bean's chemical properties. To further these efforts, we signed a strategic partnership with the Jacobs University Bremen this year.