



News Release

Nominated in the “Confectionery Innovation of the Year” category at FIE

Barry Callebaut’s unique Cocoart™ Collection: all-natural, E-number free printing designs with cocoa powders

- **Natural designs: the result of synergy between the authority of Bensdorp® in high quality cocoa powder and IBC’s expertise in prints for food applications**
- **In this breakthrough innovation, cocoa powders are used as colorings**
- **Unique feature: The color red, now completely E-number free**

Wieze, Belgium/Frankfurt, Germany – November 19, 2013 – Barry Callebaut, the world’s leading manufacturer of high-quality chocolate and cocoa products, today officially launched its unique Cocoart™ Collection – a new range of 100% natural, E-number free printing designs made from the company’s Bensdorp® cocoa powders. The breakthrough innovation was also nominated in the category “Confectionery Innovation of the Year” at the sixth edition of this year’s Food Ingredients Europe (FIE) Excellence Awards. The Cocoart™ Collection was created by combining the best of two worlds: the authority of Bensdorp® in high quality cocoa powders and the printing technology expertise of IBC, part of the Barry Callebaut Group.

The cocoa powders used as colorings have been obtained by patented cocoa processing (patent number WO 2009/093030). This innovation answers to the growing demand for clean labels and is, above all, opening a new area: 100 % E-number free colored designs.

Today, consumers desire not only authentic but also natural food. They attentively read ingredient labels, demanding no additives, no preservatives and no E-numbers. Easily recognizable ingredients influence the product choice of many consumers¹ creating opportunities for completely natural, E-free solutions. The Cocoart™ Collection is a result of the continued quest Barry Callebaut undertakes to find natural chocolate alternatives.

“Barry Callebaut is the only player in the market able to produce and offer E-number free designs based on cocoa, printed on transfer sheets or rolls for food applications. Revolutionary element in the collection is the world’s first natural, e-number free red color. Therefore the Cocoart™ Collection holds a unique position on the market”, Sofie De Lathouwer, Marketing Director FM Western Europe, explains.

The E-number free designs in the Cocoart™ Collection offer the same color stability as traditional food dyes. The color palette ranges from light brown to black and from purple to deep unique red, all depending on the specific mixture of Bensdorp® cocoa powders used. Printed on sheets or rolls, any desired logo or message can easily be applied to any food application.

¹ Source: Datamonitor 2012.



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Unique in the Cocoart™ Collection is the fact that the color red is completely E-number free. Red never looked more seductive: 100% cocoa powder, 100% natural. The Cocoart™ Collection is just the start of a big growing assortment of customized or standardized designs that are all-natural and E-Number free.

Whether it comes to trendy, classic or seasonal style, IBC offers an unlimited flexibility in applying different designs on a wide range of food applications in bakery, confectionery and ice cream. From chocolates to cookies, from viennoiserie to ice cream: all these products can benefit from an all-natural, handmade or traditional look.

Barry Callebaut (www.barry-callebaut.com):

With annual sales of about CHF 4.9 billion (EUR 4.0 billion / USD 5.2 billion) in fiscal year 2012/13, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The company runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of over 8,500 people. Barry Callebaut serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®. Barry Callebaut is committed to a sustainable cocoa production through its “Cocoa Horizons” initiative, and to help ensure future supplies of cocoa as well as improve farmer livelihoods.

For more information on IBC see: <http://www.ibcbelgium.com/oc/en/>

High-res pictures: http://www.flickr.com/photos/finn_pr.

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