



News Release

The chocolate color revolution: combining expertise and sense of simplicity

Barry Callebaut's IBC brand launches Power Flowers™, the ultimate food coloring system for personalization

- **Barry Callebaut launches Power Flowers™ as the most user friendly and qualitative way to color chocolate, fillings and compound chocolate**
- **With the launch of Power Flowers™ Barry Callebaut enables its customers to colorfully personalize their products according to their unique wishes**
- **Power Flowers™ will be presented during Europain in Paris (at the IBC Booth 5E42, which will take place from March 8 until 12, 2014)**

Wieze, Belgium / Paris, France, March 6, 2014 – At the occasion of Europain, Barry Callebaut's IBC brand, specialized in color and printing technology for food applications has launched Power Flowers™, a revolutionary method to color chocolate, fillings & compound chocolate. Made from tempered cocoa butter and 40% coloring agents, the Power Flowers™ enable food professionals to make their own colorfully personalized creations.

Colorfully personalized creations

By simply using the Color Master chart as a guide, every color of the rainbow can be applied to any fat based product of choice. Thanks to the Power Flowers™ any color can easily be added, ranging from deep red to light green and from blue unto purple. Within seconds any fat based product can be colored in any desired shade by simply combining the 4 different Power Flowers™ (RED, YELLOW, BLUE and WHITE).

Saving time and waste while coloring consistently

Moreover, this coloring can start immediately since no warming up of the food dyes like before is necessary. The Power Flowers™ are easier to use than liquid and powder colorants: simply add individual Power Flowers™ to a chocolate or fat based product to reach the desired color or tone in only a matter of seconds.

Because of their power (40% pigment), only a few Power Flowers™ are enough to color 400g of chocolate. Thanks to the simple and clean dosing (cut off pieces of different colored Power Flowers™ and the Color Master as a guide, the same color result will be achieved, every time again, guaranteed.

“I am convinced that fellow professionals such as chocolatiers, chefs, bakers and restaurant chefs will be surprised by the convenience of the Power Flowers™”, James Berthier, Chef Pâtissier – Chocolatier at ‘Maison Sucré Cacao’ in Paris, states. “It is the easiest and fastest way to color any chocolate or fat based product while guaranteeing color consistency and quality at the same time”.



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IBC Belgium in Kortrijk, part of the Barry Callebaut Group, is specialized in color, design, personalization and seasonality solutions for many professional users.

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.

Pictures can be found on: http://www.flickr.com/photos/finn_pr/sets/72157641848222855/

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