



## News Release

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# Taste has evolved

Cacao Barry® presents the next generation of chocolate couvertures: *‘Toute la pureté de la nature’*\*

*Meulan, August 2<sup>nd</sup> 2013* - The world is changing fast and taste is evolving along with it. Consumers demand authentic, intense flavours – true to nature or better: closer to nature than ever before. That is why chefs are responding to this demand with a changing cuisine: less sweet, more intense, pure and less processed. This cuisine demands chocolate couvertures that perfectly embody such purity and intensity. Cacao Barry has found the answer to this evolution and proudly presents *‘Toute la pureté de la nature’* – a new generation of chocolate couvertures. Discover Ocoa™, Inaya™ and Alunga™.

### **Following in the footsteps of Charles Barry**

In 1842, the pioneer Charles Barry set out to explore Africa in search of the best cocoa beans for his connoisseur chocolate. Today, Cacao Barry® returns to the source, to explore new ideas that push the taste of chocolate couvertures to a higher level. We discovered that the key to more intense and pure cocoa flavours lies in the premium quality fermentation of the cocoa beans. Fermentation is a crucial step in developing the taste precursors in the cocoa bean. Yet, new insights in how to optimize the fermentation technique, yields a purer, more intense cocoa flavour.

*“In fact, it is a funny coincidence that we can enjoy chocolate flavour. No plant, no fruit, no seed has the ability to give us chocolate taste by itself. Not even the cocoa tree. We need fermentation for that. We owe it to the natural fermentation in the cocoa bean that we can enjoy this taste. That’s why fermentation is so crucial. And why Q-fermentation™ is such a breakthrough.”*

*Gino Vrancken – Cocoa Fermentation Manager for Cacao Barry.*

### **Q-fermentation™ – capturing the purest cocoa flavours from nature**

Years of painstaking research into the intricacies of this complex process have yielded important insights into how flavour precursors are developed during fermentation. Only specific micro-organisms, naturally present on the soil and plant leaves in the plantations, induce perfect fermentation. This means a fermentation that awakens the best flavours in each bean – without impurities, without imperfections. Other micro-organisms have an undesired effect on taste. Cacao Barry succeeded in identifying the micro-organisms that have a beneficial effect on the fermentation process.

By encouraging these organisms to naturally induce the fermentation process and by regularly controlling and aerating the fermenting bean pulp, a superior quality



fermentation is achieved: yielding beans with intense taste and close to zero impurities or off-flavours.

This new method, called Q-fermentation™, is the source of the purest cocoa beans ever yielded by nature.

*“Toute la pureté de la nature’ is the first generation of chocolate couvertures that really goes to the essence of chocolate taste. It doesn’t focus on dominant fruity, spicy or other notes, yet it does what no other chocolate does so well: it captures the natural cocoa taste and all its intensity. Therefore, this chocolate gives me the liberty to create. I can pair it with the widest variety of other ingredients imaginable. What’s more... when mixed with other ingredients, the chocolate taste really stands out and is not diluted. For chefs, this is the next step in the chocolate evolution.”*

*Ramon Morató – MMAPÉ (Best Artisan Master Confectioner of Spain).*

### **A unique collaboration between Cacao Barry and cocoa farmers**

The Q-fermentation™ method is applied by dedicated farmers. All farmers were selected and trained in the best agricultural practices and in applying the unique care, necessary to obtain such high quality results. From healthy soil and tree management techniques to harvesting and post-harvesting care: it is all part of Cacao Barry’s training program. Farmers are taught to hand pick the pods when fully ripe, to open them by hand to not damage the beans, to regularly check and aerate the fermenting beans and to sundry the beans into perfect chocolaty brown cocoa beans bursting with flavour.

### **100% traceable: from farmer to chef**

Cacao Barry® knows every farmer and can trace every bag of cocoa beans back to the farmer. Each farmer receives premiums for their dedicated work. This symbolises the honest, pure and authentic origin of the product. This guarantee of traceability also appeals to demanding chefs and their customers who attach great value to an authentic connection between farmer and chef.

### **For unrivalled pure and more intense chocolate taste in your creations**

Cacao Barry has now launched a new range of chocolate couvertures using cocoa beans from the Q-fermentation™ method. It is called “Toute la pureté de la nature”. With the chocolate couvertures from this range, demanding chefs can now boost the flavours in their dessert, pastry and confectionery creations with a pure, more intense cocoa taste. Furthermore, each of these couvertures has been developed around specific applications and allows chefs to create perfect finished products:

- OCOA™ 70% cocoa has been created for enrobing and fine moulding.
- INAYA™ 65% yields perfect results in mousses, ganaches and mœlleux.
- ALUNGA™ 41% is the most intense milk chocolate ever created and promises perfection in mousses and ganaches.

With these new chocolate couvertures, Cacao Barry aims to support chefs in their everyday challenge to delight their customers with intense taste creations and perfect results.

**Cacao Barry, inspiring your creations.**



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**About Cacao Barry® ([www.cacao-barry.com](http://www.cacao-barry.com)):**

*By constantly inventing and reinventing Pastry and Gastronomy, France gave its name and mark to this art. It is a tradition envied by the whole world, centered around creativity, innovation, and above all passion. Since its creation, Cacao Barry® has been entirely committed to this heritage. It all started with the quest of its founder Charles Barry, who travelled to Africa in 1842 to seek out the best cacao bean varieties for his first true connoisseur's chocolate. In 1923, the company was catapulted into the international arena, making Cacao Barry the first to investigate cacao cultivation in Latin America and other continents. Whether with the first range of rare-origin chocolate couvertures, the highly sought-after aromatic refinement of the first Plantation Millésimés or the introduction of the Or Noir Lab in 2007 – a service offering chefs the opportunity to create their own signature chocolate – Cacao Barry has constantly raised the bar, setting new standards for the chocolate industry.*

*Today Cacao Barry® provides the most complete palette of products, to all passionate chocolate craftsmen around the world: chocolate and couvertures, pralinés, origins and exclusive plantations, inspiring them and opening doors to new creative experiences. Besides, Cacao Barry® offers the widest international community of chocolate professionals, Ambassadors' Club and Chocolate Academies to support craftsmen and chefs on their quest for perfection.*

**Barry Callebaut ([www.barry-callebaut.com](http://www.barry-callebaut.com)):**

*With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) in fiscal year 2011/12, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products – from sourcing and transforming cocoa beans to producing the finest chocolate, including chocolate fillings, decorations and compounds. Combined with the recently acquired cocoa ingredients business from Petra Foods, Barry Callebaut generates estimated annual sales of CHF 6 billion (EUR 4.9 billion / USD 6.4 billion), runs around 50 production facilities worldwide, sells its products in over 100 countries and employs a diverse and dedicated workforce of more than 8,000 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 customers are Callebaut® and Cacao Barry®.*

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