News Release

Barry Callebaut presents innovations in exquisite chocolate tastes

Terra Cacao™ Java dark chocolate and Cameroon milk chocolate: two new origin products from Barry Callebaut

- **Barry Callebaut unveils its latest innovations at its booth at the ISM 2013, the world's leading confectionery trade exhibition in Cologne (27/01/2013 – 30/01/2013; Hall 10.2 booth C10 D19)**
- **Unique advanced cocoa cultivation and fermentation techniques at the basis of two new origin chocolates from Java and Cameroon**
- **ISM visitors to discover a mildly bitter yet fruity dark chocolate and an impeccably balanced milk chocolate rounded off with soft caramel notes**

Wieze/Belgium, January 27, 2013 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, presents two brand new products at this year's ISM trade exhibition in Cologne, Germany. Consumers are increasingly demanding authentic products. In addition, the origin of the products becomes more important. With the new Java dark chocolate and Cameroon milk chocolate, Barry Callebaut has extended and perfected its answers to these demands. The two new products are complementary to the company's existing Terra Cacao™ chocolate range.

The secret behind the new Java and Cameroon chocolates
Terra Cacao™ was originally launched in February 2011 and relies on Barry Callebaut's unique cocoa cultivation and fermentation method developed in collaboration with cocoa growers. This process produces zero defect beans and avoids off flavors, resulting in cocoa beans fulfilling the highest quality standards. The beans form the basis for superior chocolate with an unprecedented harmony of pure tastes and rich aromas.
Also for the creation of the new Java dark and Cameroon milk chocolate, Barry Callebaut has applied its Terra Cacao™ cocoa cultivation and patented fermentation methods, explaining the remarkably high quality of both new origin chocolate products.

The new Terra Cacao™ Java dark chocolate contains 57.5 % of cocoa solids. It is truly exceptional because of its unique flavor, combining an especially mild bitterness with a remarkable fruitiness, topped-off with hints of yellow fruits and herbaceous notes.
The Terra Cacao™ Cameroon milk chocolate, with 38 % of cocoa solids, stems from Cameroon cocoa trees yielding exceptionally big beans with a defining deep red color. The milk chocolate contains a perfect balance between the cocoa and milk taste, rounded off with soft caramel notes.

Product differentiation – in search of top quality answers to the current market trends
Barry Callebaut, known to be a proactive solution provider, aims to stay one step ahead of market developments. At its ISM booth, the company presents its six insights for the latest market trends. The Terra Cacao™ Java dark and Cameroon milk chocolate perfectly fit the increasing demand for authenticity and the growing importance of the origin and diversity of products.

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The new products are also in tune with the increasing sensitivity of consumers with regards to sustainability and responsibility. Adding the Java dark and Cameroon milk chocolate to the Terra Cacao™ range contributes to a more sustainable cocoa supply chain. By improving the overall quality, farmer incomes and thus the livelihoods of the local cocoa growers and their communities are supported.

“True product differentiation can only be attained by observing the highest quality standards at all stages during the production chain. At Barry Callebaut, with every innovation and every evolution, we strive for the highest quality and exquisite taste. The new Terra Cacao™ Java dark and Cameroon milk chocolate products are only two out of many examples”, explains Sofie De Lathouwer, Marketing Director Food Manufacturers Western Europe at Barry Callebaut. Creating balanced and top-notch flavors from origin chocolate products is often met with skepticism. It makes the harmony of pure tastes and rich aromas reached in Barry Callebaut’s new Terra Cacao™ Java dark and Cameroon milk chocolate all the more remarkable.

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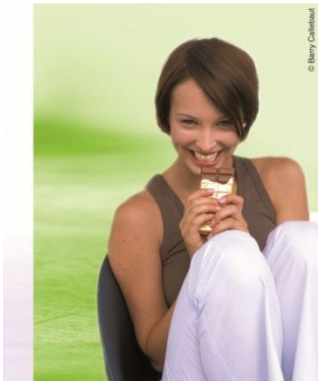
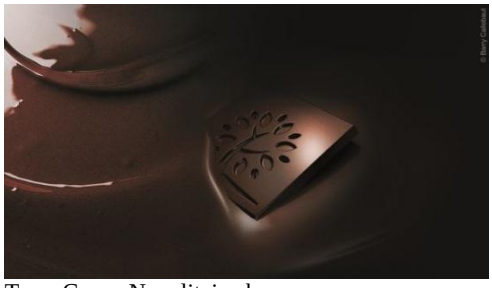
Footage:



Application new Terra Cacao chocolates

Terra Cacao Farmer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All footage material is available at www.barry-callebaut.com/news

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Barry Callebaut (www.barry-callebaut.com):
With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) for fiscal year 2011/12, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest chocolate product. Barry Callebaut is present in 30 countries, operates around 45 production facilities and employs a diverse and dedicated workforce of about 6,000 people. Barry Callebaut serves the entire food industry focusing on industrial food manufacturers, artisans and professional users of chocolate (such as chocolatiers, pastry chefs or bakers), the latter with its two global brands Callebaut® and Cacao Barry®. Barry Callebaut is the global leader in cocoa and chocolate innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. Cost leadership is another important reason why global as well as local food manufacturers work together with Barry Callebaut. Through its broad range of sustainability initiatives and research activities, the company works with farmers, farmer organizations and other partners to help ensure future supplies of cocoa and improve farmer livelihoods.

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