



Newsflash

Barry Callebaut differentiates itself from competitors with first Cameroon origin cocoa powder

Wieze/Belgium, January 27, 2013 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, presents its unique Cameroon origin cocoa powder at the ISM 2013 in Cologne (27/01/2013 – 30/01/2013; Hall 10.2 booth C10 D19). This cocoa powder is the first Cameroon origin cocoa powder on the market. At the company's booth, visitors are offered a special tasting of cakes made with Cameroon origin cocoa powder.

New Cameroon origin cocoa powder – the basis for countless new bakery applications

Answering to the growing demand for authenticity, Barry Callebaut is proud to present this Cameroon origin cocoa powder. The company is the first and only cocoa and chocolate manufacturer to offer cocoa powder originating from Cameroon, bringing with it unique taste characteristics.

Its presence in Cameroon enables Barry Callebaut to source beans directly from the local cocoa farming communities and to directly process them in the country. The origin cocoa powder reflects the typical characteristics of the cocoa variety and the specific soil and climate conditions of Cameroon, leading to its unique flavor.

The cocoa powder, available in low and high fat, has a premium taste profile characterized by a delicate hint of smokiness and cocoa notes. With its characteristic dark red color, the new cocoa powder opens up endless possibilities especially for bakery applications.

Footage:



Applications of Cameroon origin powder

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.

Contacts for the media:

Sofie De Lathouwer
Marketing Director Food Manufacturers Western Europe
Barry Callebaut Belgium
Tel: +32 53 73 03 32
sofie_de_lathouwer@barry-callebaut.com

Charlotte Ryckman
Consultant
Grayling Belgium
Phone: + 32 2 738 17 89
Charlotte.Ryckman@grayling.com