

Wholesome
Choices

SPECIAL DIETARY SOLUTIONS

BARRY CALLEBAUT



How can you create WHOLESOME PRODUCTS for your consumers?



SWEET SOLUTIONS

Reduce the baddies by using our sweet solutions and address our consumers' sugar related concerns. You can opt for gradual, partial or full sugar replacement while still having a great chocolate taste.

- ✓ Sugar reduced
- ✓ No Sugar Added
- ✓ No Sugar Added and Non-laxative
- ✓ Sugar Free

↓
Fillings, Chocolate, Chips and Chunks



SPECIAL DIETARY SOLUTIONS

Use our ingredients that are without added lactose or without added dairy to give an alternative for intolerances or allergies. Everybody, also people with a vegan or gluten free diet should be able to enjoy great tasting chocolate combined with health benefits.

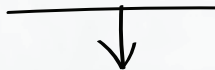
- ✓ Without Added Dairy
- ✓ Without Added Lactose

↓
Chocolate



MAKE THEM ORGANIC

Organic products are very well perceived by consumers for their freshness and authenticity. What's fresh, authentic and natural can only taste great.



Chocolate
Chips and Chunks
Chocolate Sticks
Nuts
Fillings
Powders



LET THE GOODNESS STAND OUT

Focus on superfoods and ingredients that are naturally rich in goodness, such as dark chocolate, cocoa powder, cocoa nibs, nuts, milk and fibers. Consumers truly enjoy and believe in the goodness of these ingredients.



Fibers
Milk+, Cocoa+, Acticoa,
Yoghurt coating,
Blueberry filling,
Cocoa Nibs,
Fresh Mediterranean Nuts,
Chocolate, Coatings, fillings

REASONS FOR THE GROWING CONSUMER DEMAND FOR “HEALTHY” CHOCOLATE AND WHOLESOME PRODUCTS

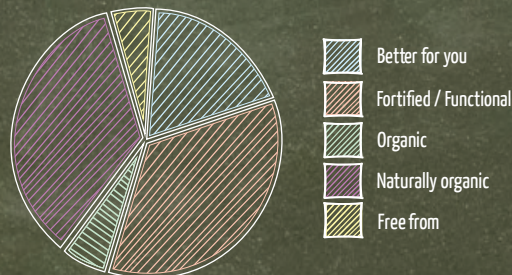
Globally, governments, media and social networks are driving people to more health awareness and encourage the use of healthier solutions. This has led to consumers showing a strong preference for foods that are healthy and nourishing. Free from foods are more and more accessible for people with intolerances and allergies. Free-from foods and restricted diet foods, also appeal to those without particular health issues. Millennials show a rising interest because they believe it is healthier.



Ingredients millennials choose to avoid:

1. Gluten
2. Dairy
3. Wheat

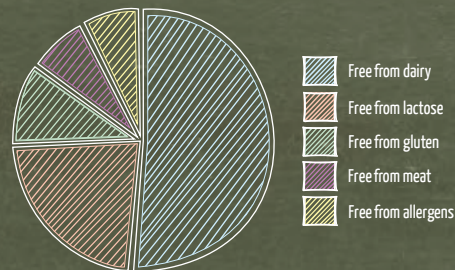
Free From food and drinks still represents a small part of the health and wellness market. The movement towards “free from” has made it to be the category with the most dynamic growth within health and wellness.



KEY FEATURES BOOSTING GROWTH OF FREE FROM PRODUCTS:

- ✓ Intolerance/ Allergies
- ✓ Health
- ✓ Trendy
- ✓ Taste
- ✓ Sustainability

Free from dairy remains the biggest category although the demand for gluten free products is growing at a high pace.



Healthy snacking and healthy food alternatives is a worldwide growing trend. 4 TOP HEALTH TRENDS of the past few years are:

- 1 Organic Foods
- 2 Free From
- 3 Healthy Snacks
- 4 Protein Altern atives

MILLENNIALS

Are in search for brands and products satisfying their:



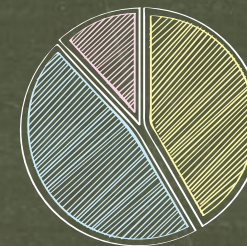
Find a balance between TASTY AND GOOD food with a better nutritional profile.

HEALTHY AGERS

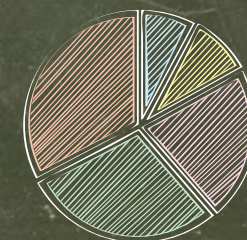
are looking for brands and products satisfying their **HEALTHY/IER** LIFESTYLE CHOICES



Food that supports their metabolism, nutritional needs and preventing aging diseases, but with an enhanced chocolate taste.



HOW THE PRODUCT IMPACTS MY HEALTH AND WELLBEING



*Source: GlobalData: TrendSightsAnalysis_Ethical Wellbeing_GlobalData_2016-10

**Source: GlobalData_2016 Canadian ConsumerSurveyDataGlobal

CLAIMS EU LACTOSE FREE

Some EU member states have threshold levels for “Lactose Free” claims.

For other countries there is a maximum of 0.05% lactose for lactose-free claim.

Country	“Lactose-free”	“Low Lactose”
Denmark	10mg/100g**	1g/100g**
Estonia	10mg/100g**	1g/100g**
Finland	10mg/100g**	1g/100g**
Norway	10mg/100g**	1g/100g**
Sweden	10mg/100g**	1g/100g**
Germany	10mg/100g**	NA
Slovenia	10mg/100g**	NA
Hungary	10mg/100g or ml. **	NA
Ireland	No lactose present No galactose present	1g/100g**

** = FINAL PRODUCT

NO DAIRY ADDED

The claim Dairy Free is not regulated in the EU.



For more details, contact your barry callebaut contact person or find out how to contact us on www.barry-callebaut.com/contact.

USE FREE-FROM PRODUCTS

If your consumer is looking for **LACTOSE-, GLUTEN-FREE OR VEGAN PRODUCTS**, what can you do?

There is a growing demand for free-from products: Google Trends shows a 90% increase in “vegan” searches on the engine in 2016*. This proves that more people have allergies or intolerances or are following a vegan or vegetarian lifestyle. They also want delicious treats to enjoy from without missing out on indulging in food with a great taste.



WITHOUT ADDED DAIRY

Dairy refers to milk. No milk and no part of milk is added. Milk is replaced by vegetable based solutions.



WITHOUT ADDED LACTOSE

Lactose is an ingredient in milk. The milk is replaced by skimmed milk powder with low-lactose content. All products without added dairy are also without added Lactose



GLUTEN-FREE

A gluten-free diet is a diet that strictly excludes gluten. Gluten is a mixture of proteins found in wheat and related grains.



VEGETARIAN/ VEGAN/ FLEXITARIAN

Vegetarians, vegans & flexitarians find great importance in claims and labels. They want products that are good for them, the environment and animals.

BENEFITS OF USING OUR FREE-FROM PRODUCTS:

- ✓ Great Taste
- ✓ Suitable for vegans



OUR CHOCOLATES WITHOUT ADDED DAIRY / LACTOSE :



DARK WITHOUT ADDED DAIRY

RECIPE N°
CHD-U11-WMP

Dark chocolate without added dairy yet
with a great taste profile and creamy
mouthfeel.

Min. % Dry COCOA solids

50%

cocoa intensity



fluidity



Packaging: Liquid



MILK WITHOUT ADDED DAIRY

RECIPE N°
CHM-Q3WMP

Milk chocolate without added dairy yet
with a great taste profile and creamy
mouthfeel.

Min. % Dry MILK solids

0%

cocoa intensity



fluidity



Packaging: Liquid



MILK WITHOUT ADDED LACTOSE

RECIPE N°
CHM-03NOLAC

Milk chocolate without added lactose
but with a great creaminess and taste
profile.

Min. % Dry COCOA solids

35,4%

cocoa intensity



Packaging: 15 KG/BOX
45 BOX/PAL



What you need to know about **SPECIAL DIETARY SOLUTIONS:**

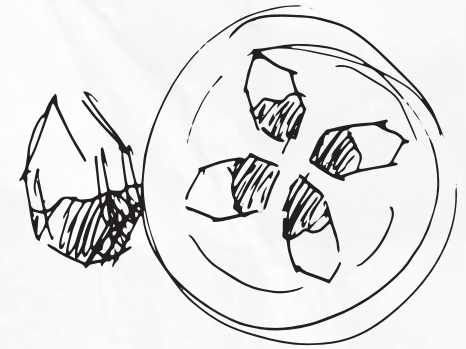
HOW TO MAKE YOUR PRODUCTS VEGETARIAN/ VEGAN/ FLEXITARIAN?

Consumers following this diet find great importance in claims and labels. They want products that are good for them, the environment and the animals. **VEGETARIANS** avoid all foods or ingredients that contain meat, poultry or seafood ingredients. **VEGANS** go one step further. On top of the vegetarian diet they also avoid all foods and ingredients that originate from animals, so milk chocolate as such is not an option for them. **FLEXITARIANS**, a relatively new notion, refers to those who are flexible in their diet and can switch from vegan to vegetarian to gluten free and back.



HOW TO GO GLUTEN FREE WITH CHOCOLATE?

At Barry Callebaut all our production sites are gluten free and most of our products are too. However not all our subcontractors produce under the same conditions. For a complete view on your product, contact your Barry Callebaut contact person.



HAVE MORE QUESTIONS?

For more details on our range of wholesome products: get in contact with your barry callebaut contact person or find out how to contact us on www.barry-callebaut.com/contact.

Want to know more? Visit us at:

solutions.barry-callebaut.com

*Craft
Create
Collaborate*