



News Release

Barry Callebaut launches new ACTICOA™ cocoa powder New cocoa powder allows minimum intake for maximum health benefits of antioxidants

- **ACTICOA™ cocoa powder brings the health benefits of cocoa flavanols to full-flavored chocolate drinks: only 2 grams a day contain the amount of flavanols needed to have an antioxidant effect**
- **Barry Callebaut applies innovative technology to help customers develop and test new product concepts**

Wieze/Belgium, 09 October 2007 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, announces the launch of a unique new cocoa powder: ACTICOA™ cocoa powder is a special cocoa powder that contains a guaranteed minimum percentage of cocoa flavanols, making it a rich source of antioxidants. In addition to the health benefits, the cocoa powder guarantees a delicious, full-flavored chocolate drink. With a wide range of possible applications and proven health benefits, Barry Callebaut's latest innovation offers customers genuine added value for their products range.

Scientific research indicates that cocoa flavanols are one of the most powerful antioxidants yet discovered. Though found in abundance in the raw cocoa bean, these flavanols are often mostly destroyed during the conventional chocolate-making process. ACTICOA™ is therefore Barry Callebaut's answer to this until now untapped reserve. The outcome of years of thorough research, ACTICOA™ succeeds in preserving around 80% of the natural flavanol content of raw cocoa. In fact, just 2 grams of ACTICOA™ cocoa powder a day contain enough flavanols to have an antioxidant effect.

"ACTICOA™ is the result of years of research into developing innovative products that combine the good taste of high-quality chocolate with the many health benefits of the cocoa bean. We want our customers to benefit from our research and therefore help them in developing and testing new product concepts with ACTICOA™ cocoa powder", explains Hans Vriens, Chief Innovation Officer at Barry Callebaut.

Barry Callebaut shares expertise with customers

This unprecedented achievement means that the long-known nutritional qualities of cocoa can now be exploited within a whole range of appetizing confectionery products. In addition to healthy chocolate drinks, ACTICOA™ cocoa powder's versatility lends itself to several other applications such as dairy desserts, functional biscuits, confectionery fillings and other healthy snacks.

The latest market research reveals a strong trend amongst consumers towards functional and healthy drinks. ACTICOA™ cocoa powder is a potentially rich source for manufacturers looking to lend real added value to their products and thus find new ways to differentiate them from the competition.



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The power of flavanols

Flavanols are powerful antioxidants thought to have a range of positive effects on human functions by helping to protect the body against the damaging effects of free radicals. Free radicals can initiate chemical reactions that cause damage to cells and are believed to play a role in maintaining a healthy body.

Independent research continues to lengthen the list of proven health benefits of flavanols, ranging from improved immune response, cardiovascular health, better concentration and memory and slowing down the effects of aging.

More information about Barry Callebaut's special production process ACTICOA™ can be found on this website: www.acticoa.com.

Barry Callebaut :

With annual sales of more than CHF 4 billion for fiscal year 2005/06, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa, chocolate and confectionery products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 23 countries, operates 40 production facilities and employs approximately 8000 people. The company serves the entire food industry, from food manufacturers to professional users of chocolate (such as chocolatiers, pastry chefs or bakers), to global retailers. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.

www.barry-callebaut.com

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