

News Release

Rich in cocoa antioxidants – for a wholesome chocolate experience Barry Callebaut’s ‘Happy Chocolate’ is both tasty and good

- **Barry Callebaut has developed ‘Happy Chocolate’, a range of chocolate both Tasty and Good**
- **‘Happy Chocolate’, high in cocoa content, rich in antioxidants, low in sugar are ideal for Millennials and Healthy Agers that celebrate life**

Wieze/Belgium, Cologne/Germany – February 2, 2016 – Millennials and Healthy Agers celebrate life. Food needs to be a positive choice like what their life is about. Millennials and Healthy Agers are looking for wholesome chocolate experiences. To cater to their needs Barry Callebaut, the world’s leading manufacturer of high quality chocolate and cocoa products, has developed ‘Happy Chocolate’, a range of chocolate with proven health benefits.

Wholesome chocolate experiences

Trend reports show consumers are looking for wholesome chocolate snacks. Consumers want to enjoy a chocolate treat that combines a delicious chocolate taste with ‘goodness’. To cater to their needs and the creativity of their customers, Global Chocolatier Barry Callebaut has launched its ‘Happy Chocolate’ range.

High in cocoa content and rich in antioxidants (cocoa flavanols), low in sugar, rich fibers, dairy or lactose free and to be perfectly combined with (super) fruits and nuts. Deliciously tasty chocolate while beneficial for your body.

“Millennials and healthy agers want to celebrate and actively enjoy life,” says Bas Smit, Global and European Marketing Director of Barry Callebaut. “With our range of Happy Chocolate, consumers can enjoy chocolate indulgences that are both delicious and good for you.

Keeping up to 80% of cocoa flavanols allowing for a health claim

The ‘Happy Chocolate’ high in flavanols is the result of seven years of intense research and development. A newly developed process preserves up to 80% of the cocoa flavanols naturally present in the cocoa bean; these flavanols are destroyed in conventional chocolate-making processes. It’s this innovative process that makes the ‘Happy Chocolate’ high in cocoa and antioxidants and low in sugar. Barry Callebaut’s customers can also make use of the company’s EU approved health claim if this would fit their brand positioning. Barry Callebaut is the only chocolate company in the world allowed to use a health claim for cocoa and chocolate products ([link](#)).

Visitors can find Global Chocolatier Barry Callebaut at the ISM in Hall 10.2, Booth C10/D19 and enjoy the ‘Happy Chocolate’ from January 31 till February 3, 2016.

Pictures are available on Flickr <https://www.flickr.com/photos/barrycallebautgroup/sets/>

About Barry Callebaut Group (www.barry-callebaut.com):

With annual sales of about CHF 6.2 billion (EUR 5.6 billion / USD 6.6 billion) in fiscal year 2014/15, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of more than 9,000 people. The Barry Callebaut Group 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 Gourmet customers are Callebaut® and Cacao Barry®. The Barry Callebaut Group is committed to sustainable cocoa production to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the Cocoa Horizons Foundation in its goal to shape a sustainable cocoa and chocolate future.

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