



# News Release

## **Functional chocolate to drive market growth in 2009 and beyond Barry Callebaut's ACTICOA™ conquers chocolate market**

- **ACTICOA™ a driver for growth: market growth expected at least to double**
- **Already over 30 consumer products containing ACTICOA™ in more than 10 countries**
- **Barry Callebaut present at ISM – Koelnmesse, Cologne (Hall 10.2 – aisle C010/D019) from Sunday 1 to Wednesday 4 February**

Wieze, Belgium, 30th January 2009 - Barry Callebaut, the world's leading manufacturer of high quality cocoa and chocolate products, expects the number of products containing ACTICOA™ cocoa or chocolate to double in 2009. At present, more than 30 products with ACTICOA™ are sold in more than 10 countries around the world. ACTICOA™ chocolate is one of the richest natural source of cocoa flavanols and among other proven health benefits has a positive effect on cardiovascular health.

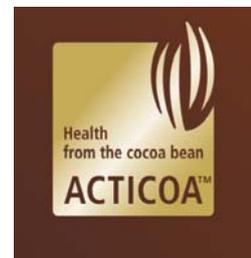
**Barry Callebaut's ACTICOA™ process offers the very best in natural protection, straight from the cocoa bean.**

Thanks to its high concentration of cocoa flavanols, ACTICOA™ cocoa and chocolate helps to restore the balance between antioxidants and free radicals in our body. A recent study, conducted by the Queen Margaret University in Edinburgh demonstrates that ACTICOA™ dark chocolate contributes to maintaining healthy blood pressure. This confirms the results of earlier studies. The daily consumption of small portions like 17g of ACTICOA™ dark chocolate, which contains 500mg of cocoa flavanols, for 2 weeks helps maintain healthy blood pressure. ACTICOA™ chocolate is one of the world's richest chocolate in cocoa flavanols, uniting both health and indulgence in a unique product.

In addition to cardiovascular health, it has been scientifically proven that flavanols have a beneficial effect on cognition while helping to keep young and fit.

Hans Vriens, Chief Innovation Officer at Barry Callebaut: *“Indulgence is a vital part of our eating habits. For several years now, public awareness campaigns on the dangers of being overweight have swept the cause of enjoyment into the shadows. Today, medical experts and nutritionists underline the importance of integrating delicious and fun eating moments in a balanced diet. Chocolate fits the bill perfectly and the rise of functional chocolate has brought the two worlds together. Health-conscious people no longer have to compromise to enjoy a delicious treat. Best of all, they can strengthen their bodies at the same time.”*

**Delicious chocolate, rich in antioxidants, produced according to the ACTICOA™ process can be recognized by the ACTICOA™ label :**





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Adding further evidence to the place of chocolate in a healthy, balanced diet, Barry Callebaut has recently introduced the first industrial-scale **probiotic chocolate** as well as the first **tooth-friendly chocolate**, endorsed by dentists and loved by mothers and children.

The full spectrum of Barry Callebaut's nutritionally improved chocolate products includes: **fibre-enriched, sugar and/or fat reduced and sugar-free chocolate**. Barry Callebaut's **White Chocolate & Fruit** is also the first white chocolate to include real fruit powder.

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**Barry Callebaut:**

*With annual sales of more than CHF 4.8 billion for fiscal year 2007/08, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 26 countries, operates about 40 production facilities and employs around 7,000 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.*

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