



News Release

Barry Callebaut at the ISM 2007 in Cologne:

Innovations in chocolate: the seducing power of taste and health

Witze/Belgium, December 13, 2006 - Innovation at Barry Callebaut always starts from the cocoa bean: a natural resource of hundreds of substances with potential health benefits. The trick is to find ways to use these naturally present substances and to preserve them throughout the chocolate making process. Health and indulgence – these are the two main areas in which Barry Callebaut innovates.

We invite you to come to the stand of Barry Callebaut (Hall 10.2, C010 - D019) at International Sweets Fair ISM in Cologne, taking place from January 28-31, 2007. Come and discover seven chocolate innovations brought to life by holograms to all the new products on display:

Health & Wellbeing

1. ACTICOA™
2. sugar reduced chocolate
3. Bio-Fairtrade cocoa and chocolate
4. Cocoa nibs

Indulgence & Experience

5. Origin chocolate
6. Origin cocoa powders
7. The Golden Chocolate Collection

Health & Wellbeing

Chocolate may be good for you, it can do you even more good than you think! It is common knowledge and scientifically proven that the many vitamins, minerals and other nutrients in the cocoa bean have a lot of positive, health-enhancing effects. Chocolate fits very well within an active lifestyle and a well-balanced daily diet.

The major achievement of Barry Callebaut – and therefore the key product on display at ISM – is **ACTICOA™** cocoa and chocolate. Barry Callebaut succeeded to develop the ACTICOA™ process, a special production process that preserves the polyphenols naturally present in cocoa beans to a high extent in the finished chocolate. Polyphenols are powerful antioxidants with scientifically proven beneficial effects on cardiovascular diseases, cognitive abilities, ageing and even cancer. Above all, cocoa polyphenols are known to be the most effective polyphenols. Discover more about ACTICOA™ cocoa and chocolate and the health benefits of cocoa polyphenols on www.acticoa.com.

Today's consumers are demanding for good products that promote their health and wellbeing. Barry Callebaut wants to meet the needs of those who want to reduce sugar in their daily diet. Many sugar-reduced or sugar-free products replace sugar with polyols; such products can have a laxative effect. Barry Callebaut managed to make use of the natural sweetness of the cocoa bean and created a chocolate in which part of the sugar is replaced by origin dietary fibres mostly coming from the cocoa bean. This results in a sugar reduction of 30% to 50% while avoiding the addition of sugar replacers. Therefore, there is no laxative effect and moreover:



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the original taste of the chocolate is not altered.

Both concerns about the environment as well as ethical awareness are growing among consumers. Barry Callebaut now has a chocolate available with two certifications: Bio Fairtrade chocolate. Bio stands for the organic certification, given to products produced with respect for the environment and without using chemical pesticides. The Fairtrade certification guarantees that the products meet agreed environmental, labor and social standards.

The fourth new product to be presented at ISM will be cocoa nibs. These fit perfectly in the policy of Barry Callebaut to start from the cocoa bean, a pure, natural resource of many healthy substances. Cocoa nibs are pieces of roasted cocoa bean kernels and add a delicate taste, a unique texture and a handmade look to products. Cocoa nibs are unprocessed pieces of the cocoa bean, offering the chance to enjoy all its natural benefits.

Indulgence & Experience

Although health has become increasingly important to consumers, they are on a constant quest for new taste sensations and are looking for authentic and exquisite products. In line with this trend, Barry Callebaut presents new delicious innovations...

Origin chocolate is an answer to this quest. Origin chocolates are a bit like wine: the product of a careful process in which the geographical and biological source as well as the year of harvest determine the end result. Each cocoa is unique, depending on where it comes from, the soil and the climate of the region in which it was cultivated. Barry Callebaut launches 6 new origins: 2 milk references: Melanesia (min. 35 % of cocoa) and Mexico (min. 40% of cocoa), and 4 new dark references: Arriba (min 50% of cocoa), Ghana (min 60% of cocoa), Madagascar (min 66% of cocoa) and Tanzania (min 75% of cocoa)

Besides the origin chocolate, 5 new origin cocoa powders will be launched: Ghana, Tanzania, Santo Domingo, Sao Thomé and Brazil. They show remarkable differences in flavor, color and fat content, making it possible that the origin powders can be used in various different applications in the different market segments: ice cream, biscuit & bakery, desserts, chocolate confectionery, dairy.

Europe has the highest chocolate consumption per capita. But when taking a closer look, it turns out that each country has a different consumption profile. Barry Callebaut studied the taste preferences of four of the most important chocolate consuming countries, Belgium, France, Germany and Switzerland, and identified their 'flavor-identity'. Based on this information, we selected The Golden Chocolate Collection: six precious, superior tasting chocolates.

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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 25 countries, operates more than 30 production facilities and employs approximately 8,000 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.

www.barry-callebaut.com

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