



News Release

Barry Callebaut introduces chocolate with an extract from the Stevia plant

New chocolate innovation with Stevia extract: No added sugar, but with familiar, great taste

- **Barry Callebaut first to produce chocolate with Stevia extract on industrial scale**
- **Barry Callebaut chocolate with Stevia extract does not have a laxative effect**
- **The sugar is replaced by a sweetener solution having up to 65% less calories than sugar, all ingredients used are coming from a natural source**
- **Will be launched by Belgian specialist chocolate maker, Cavalier**

Wieze/Belgium, 5 October 2010 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, has developed a no sugar added chocolate with an extract from the Stevia plant. Sugar has been replaced completely by a sweetener solution being high in fibers and having up to 65% less calories than sugar. As such, Barry Callebaut is the first chocolate maker to produce on an industrial scale a no added sugar chocolate with Stevia extract that does not cause a laxative effect and all of this without compromising on the celebrated taste, texture and aroma of fine, traditional chocolate.

Safe for all: No artificial intense sweeteners and no laxative effect

Barry Callebaut's chocolate with Stevia extract contains no artificial intense sweeteners and does not have a laxative effect, making it safe for all to enjoy. This innovative chocolate will be retailed¹ by renowned Belgian chocolate maker Cavalier, a family company which has been dedicated to producing no sugar added chocolate since 1996.

Felix Verdegem, owner of Cavalier Chocolate: *“As a family company dedicated to producing no sugars added chocolate since 1996, Cavalier is extremely excited about this latest innovation. Chocolate with Stevia is based on a sweetener solution limiting the overconsumption of sugars, while still offering the same unaltered experience of purity and refinement, as well as all healthy ingredients naturally found in cocoa. As such, it responds perfectly to the increasing consumer demand for healthier forms of indulgence.”*

Chief innovation officer at Barry Callebaut, Hans Vriens adds: *“For chocolate, finding a great-tasting, calorie-reduced alternative for sugar maintaining all the right properties in terms of texture and viscosity is a major challenge. I am therefore particularly proud of this latest achievement. Barry Callebaut's unique chocolate-*

¹ Before putting a product containing Stevia extract on the market, the local legislation has to be checked as in some countries Stevia extract is not allowed for the moment. The authorization process for steviol glycosides in EU is ongoing but not finalized. Only in France a temporary authorization has been granted. In the US steviol glycosides with rebaudioside A and stevioside are recognized as GRAS for applications in food.



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sweetener solution is based on a well selected blend of ingredients from a natural source.”

Flexible, clear labeling and in line with current regulatory requirements

In terms of justifiable claims, chocolate with Stevia extract may be labeled as sugar reduced (90%), light sugar, containing maximum 5% sugars and rich in fiber (of which 20% cocoa-derived fiber). For the US market, the product can be labeled as No Sugar Added Dark Chocolate or simply Dark Chocolate.

In order to consistently guarantee a maximum 5% sugars content, Barry Callebaut's chocolate-sweetening solution with Stevia extract is produced according to strict good manufacturing processes. As a result, it is also a highly flexible solution and can be adapted to suit different markets, specific claims, labeling requirements and desired physical characteristics.

What is Stevia?

Barry Callebaut's no sugar added chocolate is based on a sweetener solution (1/1 replacement of sugar) and an extract from the Stevia plant (*Stevia Rebaudiana Bertoni*). Stevia is cultivated throughout Asia and South America where it has been used as a food ingredient for over 200 years. When refined, Stevia extract has between 100 and 400 times the sweetness of ordinary sugar while having zero calories, making it the perfect choice for a healthy lifestyle. As well as being better for you, Stevia's unique composition of steviol glycosides – the sweetening components contained in the leaves – results in a clean, lingering sweetness.

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

With annual sales of about CHF 4.9 billion / 3.2 billion Euro for fiscal year 2008/09, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 26 countries, operates more than 40 production facilities and employs about 7,500 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. Barry Callebaut is the global leader in cocoa and chocolate innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. The company is actively engaged in initiatives and projects that contribute to a more sustainable cocoa supply chain.

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