



News Release

Barry Callebaut presents dairy-free chocolate at the Health Ingredients Exhibition (HIE)

Surprising ingredients ranging from rice powder to stevia extract and sugars derived from fruit: Barry Callebaut astonishes with delicious chocolate alternatives

- **Barry Callebaut is present at the HIE, the leading global event for sourcing ingredients for supplements, nutraceuticals, functional food & beverage ingredients, in Frankfurt, Germany (13/11 – 15/11/2012; Booth D74).**
- **Wait no longer: discover Barry Callebaut's entire 'free-from' range, chocolate everyone can enjoy!**
- **Taste all the best from Mother Nature in Barry Callebaut's 'alternative sweetener' chocolate: Sweet by Fruits™ chocolate and chocolate with stevia extract (steviol glycosides).**

Wieze/Belgium, November 12, 2012 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, will be present at the HIE trade fair in Frankfurt from November 13 to November 15 (Booth D74). Barry Callebaut will demonstrate how it keeps growing its expertise in developing healthy yet delicious products and continues to respond to evolving modern day consumer needs. The company offers a 'free-from' range including dairy-free chocolate, as well as alternative sweetener solutions such as its Sweet by Fruits™ chocolate – a chocolate integrating a sweetening solution entirely derived from fruits. During the HIE Barry Callebaut's alternative sweetener range can be discovered at the company's booth.

Lactose-free, dairy-free – a range of chocolates that everybody can enjoy

The increased awareness of allergies and food intolerances has boosted the popularity of the 'free-from' food category. People with food intolerances are constantly looking for a healthy treat with suitable ingredients and exquisite taste. Dietary restrictions are no longer an obstacle to enjoy the rich flavors of chocolate. As part of its wide 'free-from' range, Barry Callebaut now also offers exquisite lactose-free milk chocolate¹ with a similarly tempting milky taste as regular milk chocolate, but without lactose.

And there's more! Barry Callebaut has also developed a milk chocolate alternative using rice powder – without any milk-based ingredients. Rice powder is an ideal milk powder substitute: it is neutral in taste compared to other dairy substitutes, giving the end product a light, creamy, milk-chocolate-like flavor. In addition, its fine particle size creates a texture and flavor experience identical to traditional milk chocolate. For this delicious dairy-free chocolate, Barry Callebaut carefully selected all the ingredients: non-genetically-modified rice powder, fibers, cocoa liquor, cocoa butter, sugar and natural vanilla flavoring. The

¹ *Consumer and regulatory laws and practices vary from country to country. BC can provide legal advice.



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traditional exquisite taste of Barry Callebaut's chocolate is thus obtained without milk powder, milk proteins, butter oil or any milk derivatives.

Preserving a rich taste without artificial sweeteners

There is also great news for consumers who are looking for a healthy but sweet treat with ingredients from a natural source and an exquisite taste: Barry Callebaut created chocolate with Stevia extract (steviol glycosides), combining modern-day technology with the unique sweetening characteristics of the Stevia plant.

Furthermore, Barry Callebaut's Sweet by Fruits™ chocolate offers all the best from Mother Nature: It is made from carefully selected cocoa and delicately sweetened by only 100% natural sugars derived entirely from fruits, including apples and grapes. The pure sweet fruit extract used to sweeten this chocolate contains the complete sugar profile from the original fruits and nothing else, no additives, zero preservatives and no chemical modification.

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

With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) for fiscal year 2011/12, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest chocolate product. Barry Callebaut is present in 30 countries, operates around 45 production facilities and employs a diverse and dedicated workforce of about 6,000 people. Barry Callebaut serves the entire food industry focusing on industrial food manufacturers, artisans and professional users of chocolate (such as chocolatiers, pastry chefs or bakers), the latter with its two global brands Callebaut® and Cacao Barry®. 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. Cost leadership is another important reason why global as well as local food manufacturers work together with Barry Callebaut. Through its broad range of sustainability initiatives and research activities, the company works with farmers, farmer organizations and other partners to help ensure future supplies of cocoa and improve farmer livelihoods.

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