

# News Release

**Chocolate that melts in your mouth and not in your hand**

## **Barry Callebaut presents game-changing Choc37.9 at ISM**

- **The melting profile of Choc37.9 reaches peaks up to 4° higher than normal chocolate**
- **No concern anymore the chocolate will easily melt in your hand or purse**
- **The Choc37.9 is ideal for ‘Grazing on the Go’ be it winter or summer and warmer climates**

*Wieze/Belgium, Cologne/Germany – February 1, 2016* – Barry Callebaut, the world’s leading manufacturer of high quality chocolate and cocoa products, presents one of its breakthrough innovations at this year’s ISM: Choc37.9. Choc37.9 is an ideal solution that allows Barry Callebaut’s customers to offer end consumers a chocolate snack on the go that won’t melt that fast in their purse or hands; Choc37.9 is also an ideal solution for chocolate applications or chocolate offerings in markets in warmer climates. Barry Callebaut’s chocolate and compound recipes with an improved thermo-tolerance permit a melting point of 4 degrees higher than normal chocolate and more than the human body temperature, making it the perfect base for chocolate experiences on the go.

Trend reports of Global Chocolatier Barry Callebaut show that consumers are looking more and more for chocolate experiences on the go. They want to indulge themselves with a treat while walking to their next meeting, relaxing at the beach or commuting. Today’s consumers have such a busy life that they are looking for a permissible chocolaty break that lifts their day, comforts them and provides them with an instant energy delivery. One problem: the mess when the chocolate melts in their purse and hands.

To accommodate to these consumer needs, Barry Callebaut has created several concepts like an exciting range of nibbles crafted from Choc37.9, Barry Callebaut’s breakthrough innovation that will take center stage in the Barry Callebaut STUDIO at ISM Cologne.

### **Exciting range of thermo-tolerant chocolate experiences**

At ISM, Choc37.9 will make its début in a novel concept of Barry Callebaut: chocolate nibbles – a range of delightful chocolate bites, with surprising cores like nuts, fruits and sweets. Customers are offered the opportunity to create unique chocolate experiences on the go with different textures and colors that all come in convenient pouches.

### **A new chocolate solution for warmer climates**

The thermo-tolerant Choc37.9 is also a solution for the increased demand for chocolate and compound products in warmer climates. “Our new Choc37.9 offers great potential for tasty chocolate experiences in warmer climates,” says Bas Smit, Head of Global and European Marketing, from Barry Callebaut. “Products can be displayed in stores, there is no need any more for cooled transportation in certain areas and the whole logistic process in general is simplified enormously.”

The need to develop heat resistant chocolate became very visible at the World Expo in Shanghai in 2010, where customers of the Chocolate Corner in the Belgian pavilion would see their chocolate turn into mush in the heat of South China, when returning home. More information via this [video](#) and [interview](#).

“I thought if we want to bring chocolate to countries like China or India, we needed to change something,” said Frederic Depypere, who contributed together with Project Lead Elien Van Steen to the development of this game changing chocolate. After four years of intensive research, Barry Callebaut is now ready to sell chocolate that melts in your mouth, not in your hands.

Visitors can discover the chocolate nibbles at the Barry Callebaut STUDIO at the ISM (Hall 10.2, Booth C10/D19) from January 31 till February 3, 2016.

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

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***About Barry Callebaut Group ([www.barry-callebaut.com](http://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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