



# News Release

## Barry Callebaut opens its first innovation center in the United States at chocolate factory in Pennsauken, N.J.

- **State-of-the-art innovation center will focus on researching and developing new chocolate products and applications for U.S. customers**
- **Pennsauken, N.J., chosen because of its close proximity to customers on East Coast**

Zurich/Switzerland, July 3, 2008 – Barry Callebaut, the world’s leading manufacturer of high-quality cocoa and chocolate products, today announced the opening of its first innovation center in the United States. The new, state-of-the art research and development facility is located at Barry Callebaut’s manufacturing facility in Pennsauken, N.J., and will focus on the development of unique chocolate products and applications to meet the specific needs of its U.S. customers.

The Barry Callebaut innovation center features a special pilot plant – a scaled-down chocolate factory that mimics the production processes that occur on the actual production lines in the factory – and a laboratory for product testing and applications work involving depositing, molding, panning and enrobing operations.

*“The new Barry Callebaut innovation center is a further testament to our commitment to serving the North American market, and will enable us to offer customized products and services at competitive prices, thereby creating sustained value for our customers,”* said Rich Benson, director of research and development for Barry Callebaut North America.

*“Whether we’re working to develop a new innovative inclusion or enhancing the taste and texture of an existing chocolate product, we’ll be working closely with our customers in the United States to develop the products and applications that will meet their needs as well as the needs of today’s consumers.”*

Benson also said that some of the research and development initiatives currently being conducted at the company’s European facilities will be transitioned to the new Pennsauken center. In addition, the center will focus on developing new flavor formulations and enhanced nutritional and functional profiles for its chocolate products.

Barry Callebaut has one other innovation center in North America, located in St. Hyacinthe, Quebec.

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### RECENT CHOCOLATE INNOVATIONS FROM BARRY CALLEBAUT

- ***Probiotic Chocolate.*** Barry Callebaut introduced the first probiotic chocolate – chocolate enriched with probiotic microorganisms designed to replenish the supply of good-for-you bacteria in the intestines – on an industrial scale.
- ***White Chocolate with Real Fruit Powders.*** Barry Callebaut developed a line of white chocolate products that contain real fruit powders, which are made from natural fruit juice concentrate and contain an even higher concentration of minerals and vitamins than fresh fruit.

**BARRY CALLEBAUT**



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

*With annual sales of more than CHF 4 billion for fiscal year 2006/07, 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 25 countries, operates about 40 production facilities and employs approximately 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. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.*

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