



# News Release

Barry Callebaut international consumer survey finds:

## **Americans are interested in chocolate that can enhance the body and mind**

- **Americans more interested in functional chocolate than Europeans**
- **41 percent of all U.S. adults want chocolate that is good for the heart**
- **Nearly one out of four interested in chocolate that can elevate their mood**

*Chicago, Feb. 27, 2008* – While a chocolate Easter Bunny or chocolate Easter egg is sure to satisfy the sweet tooth of most Americans this spring, a new international survey commissioned by Barry Callebaut – the world’s leading manufacturer of high-quality cocoa and chocolate products – finds that many consumers are interested in getting something more from their chocolate – improved physical and emotional health.

In fact, about one in four consumers surveyed in the United States, Belgium, France, Germany, and the United Kingdom are interested in chocolate with scientifically proven physical or emotional health benefits, according to the Barry Callebaut survey.

The survey also found that **more than one third of U.S. respondents (35 percent) have tried some type of functional chocolate** (chocolate that has been shown to provide health benefits) and **14 percent of Americans eat functional chocolate at least once a month**, compared with just 8 percent of all consumers surveyed.

*“The results of the recent Barry Callebaut survey show that functional chocolate is quickly gaining in popularity.*

*Consumers are increasingly seeking chocolate that offers them clinically proven physical or emotional health benefits,”* said Hans Vriens, chief innovation officer at Barry Callebaut.

*“The cocoa bean contains hundreds of different components that have potential health benefits. As an innovative trendsetter, Barry Callebaut harnesses and preserves the healthy components of the cocoa bean and uses them to develop chocolate with health-enhancing properties. In fact, our research and development team is currently working on a range of interesting new products, including a chocolate that is scientifically proven to improve emotional well-being by naturally enhancing the consumer’s mood.”*

### ***Chocolate that improves mental and physical well-being***

When it comes to emotional health, the survey found that 41 percent of Americans surveyed are interested in chocolate that helps them relax after a busy day, while 38 percent are interested in chocolate that can elevate their mood.

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### **Chocolate as a source for health**

Percentage of consumers (by country) who eat functional chocolate at least once a month:

- Americans (14 percent)
- Swiss (12 percent)
- British (8 percent)
- Belgians (7 percent)
- French (3 percent)
- Germans (3 percent)



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The survey also found strong interest among consumers in chocolate that can have an impact on physical health. In fact, U.S. adults were interested in chocolate that:

- Is heart healthy (41%)
- Helps maintain body weight (35%)
- Improves the immune system (35%)
- Enhances one's memory (34%)
- Strengthens bones (33%)
- Helps control cholesterol (33%)
- Is tooth-friendly (32%)
- Improves concentration (32%)
- Helps control blood pressure (30%)
- Improves digestion (29%)

As the only fully integrated chocolate company with a global presence, Barry Callebaut has long been at the forefront of innovation in the areas of health and well-being. Using a "back-to-the-bean" approach, Barry Callebaut analyzes the health benefits of the cocoa bean and preserves them to the highest degree possible in the final chocolate product by using special technology.

Barry Callebaut recently developed an assortment of chocolate with health benefits, such as **sugar-reduced** chocolate, chocolate with **antioxidants**, **tooth-friendly** chocolate, **rebalanced chocolate** with an improved nutritional profile (less sugar, more rich in fiber, reduced in sugar and/or fat and light in calories) and **probiotic** chocolate.

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**Survey Methodology:**

Overview: The consumer survey was conducted on behalf of Barry Callebaut by Ipsos Belgium N.V./S.A. in five European countries and the United States between January 7 and 28, 2008.

Countries surveyed: United Kingdom, France, Belgium, Germany, Switzerland and the United States.

Number of persons surveyed: Approximately 1,000 consumers per country.

Survey method: Telephone interviews in Switzerland and the United States, and personal interviews in all other countries.

Further information about the consumer survey can be found on the Barry Callebaut Web site at [www.barry-callebaut.com](http://www.barry-callebaut.com).

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

*With annual sales of more than CHF 4 billion (approximately USD 3.6 billion) for fiscal year 2006/2007, 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 24 countries, operates more than 40 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.*

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