



News Release

New chocolate innovation:

Barry Callebaut first to launch indulgent, Stevia-based chocolate for food manufacturers in the Americas region following increasing demand for healthier foods

- Sweetened with an all-natural extract from the Stevia plant, instead of sugar
- Contains no artificial sweeteners and does not have a laxative effect
- Barry Callebaut is the first to offer chocolate with Stevia extract on an industrial scale, helping the food manufacturers in the Americas region meet growing demand for healthier, all-natural foods
- Stevia-based chocolate can be used in multiple applications, including molding, enrobing and inclusions

Chicago, June 6, 2011 – To help food manufacturers meet growing consumer demand for healthier, all-natural products that offer great taste with fewer calories, Barry Callebaut – the world’s leading manufacturer of high-quality cocoa and chocolate products – today announced it is rolling out its innovative dark chocolate made with Stevia extract in the North, Central and South American markets.

The company is the first manufacturer to offer a Stevia-based chocolate for all food manufacturers in the Americas region. In developing the new chocolate, Barry Callebaut replaced sugar with an all-natural sweetener solution comprised of dietary fibers; the natural sugar alcohol erythritol; and Stevia extract, which alone offers zero calories per serving. The new product offers the same great taste, texture and aroma as fine, traditional chocolate.

“With obesity and obesity-related illnesses on the rise in the Americas, food manufacturers are continually evaluating the sugar and sweetener levels in their finished products in order to meet consumer demand for healthier options,” said Laura Bergan, marketing manager for Barry Callebaut North America’s food manufacturing division. “Barry Callebaut’s unique sweetening solution is based on a blend of ingredients from a natural source, offering the perfect balance of indulgence and nutrition.”

The no-sugar-added chocolate contains no artificial sweeteners and does not produce a laxative effect when consumed, making it safe for all to enjoy.

About Stevia

- Stevia is **cultivated throughout Asia and South America**, where it has been used as a food ingredient for more than 200 years.
- When refined, **Stevia extract has between 100 and 400 times the sweetness of ordinary sugar** while contributing zero calories (per serving) to the finished product, making it an ideal sweetener for those seeking a healthier lifestyle.
- Stevia’s unique composition of steviol glycosides – the sweetening components contained in the plant’s leaves – results in a **natural lingering sweetness**.

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The new chocolate can be used in a variety of applications, including molding, enrobing and inclusions, or customized for a specific application to provide food manufacturers a one-of-a-kind chocolate solution.

For more information about Barry Callebaut's dark chocolate sweetened with Stevia or other chocolate products, visit <http://www.barry-callebaut.com/>.

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

With annual sales of about CHF 5.2 billion / EUR 3.6 billion / USD 4.9 billion for fiscal year 2009/10, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest finished product. 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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