



News Release

New chocolate combining health and indulgence Barry Callebaut obtains dentists' endorsement for its newly developed tooth friendly chocolate

- **Barry Callebaut's new non-laxative chocolate receives "Happy Tooth" quality seal from Toothfriendly International**
- **New chocolate has been scientifically tested by dental experts and is guaranteed safe for teeth**
- **Barry Callebaut sees great potential for its new tooth friendly chocolate, especially in the children's segment**

Wieze/Belgium, September 28, 2007 - Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, receives the "Happy Tooth" endorsement from the dental experts of the Toothfriendly International organization for its new non-laxative chocolate. Barry Callebaut's new tooth friendly chocolate has undergone a stringent testing procedure. Accredited university dental institutes have certified that the isomaltulose¹-based chocolate is guaranteed safe for teeth. Isomaltulose is a natural constituent of honey and sugar cane and has a very natural sweet taste. Unlike sucrose, isomaltulose is tooth friendly and not laxative.

Scientific pH-tests demonstrated that Barry Callebaut's new chocolate has no risk for caries, as it does not depress the plaque-pH below the critical level of 5.7. When the acid concentration falls below this threshold, teeth can be damaged. Barry Callebaut's isomaltulose-based chocolate is the first sugar-containing chocolate to fulfill the tooth friendly criteria, and has been granted the recognized 'Happy Tooth' quality seal.

"Dentists welcome Barry Callebaut's new chocolate innovation", confirms Dr. Albert Bär of Toothfriendly International. "The advent of non-cariogenic sugars such as isomaltulose is particularly positive, as it provides new, healthier alternatives to sucrose."

Barry Callebaut sees potential for tooth friendly chocolate especially in the children's segment. *"The advantage of our chocolate is that it is safe for teeth and has no laxative effect. Barry Callebaut is the only one to offer a tooth friendly chocolate for which clinical studies have been conducted and for which dentists' endorsement is obtained,"* explains Barry Callebaut Chief Innovation Officer, Hans Vriens.



¹ Isomaltulose is a source of glucose and fructose



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Unlike sucrose, isomaltulose does not promote tooth decay and is digested much slower, resulting in a low glycemic and low insulinemic response. As isomaltulose is a natural carbohydrate, consumers do not have to worry about “artificial” ingredients in their chocolate. It is also fully digestible, so there is no reason to worry about laxative side effects either.

The first tooth friendly chocolate samples are the culmination of a co-operation between Barry Callebaut and the German-based functional carbohydrate specialist Palatinit GmbH. Palatinit markets isomaltulose under the trade name Palatinose™.

Claudia Meissner, the Head of Marketing at Palatinit believes that isomaltulose may soon find first applications in kids chocolate products. Until now, isomaltulose has been mainly used in sports, wellness and functional drinks. *“The market for healthier snacks is still largely an untapped market, though consumer demand is rising rapidly. We think that the industry will pick up this uniquely new tooth friendly chocolate concept fast,”* explains Claudia Meissner.

Toothfriendly International:

We are a non-profit association working for better oral health. Our members are dental professionals, institutions in dental and public health, as well as manufacturers of confectionery and oral care products. Toothfriendly International was founded in 1989 with seat in Basel, Switzerland. It is governed by an Executive Board of dental professionals. We license the Happy Tooth quality mark for use on confectionery products which have been demonstrated to be safe for teeth. Our main caries prevention programs are taken care of by our national associations or action groups in Switzerland, Germany, Spain, Turkey, Korea and Japan.

<http://www.toothfriendly.com/>

Barry Callebaut :

With annual sales of more than CHF 4 billion for fiscal year 2005/06, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa, chocolate and confectionery products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 23 countries, operates 40 production facilities and employs more than 8000 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.

www.barry-callebaut.com

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