

Unleashing the full power of the cacaofruit

Innovation is in our DNA and we are constantly bringing cutting-edge innovations to market. In September 2017, we launched Ruby, the 4th type of chocolate. This year, also in September, a next generation food & drink category was introduced: ‘Cacaofruit Experience’. Whereas normally 70% of the fruit is discarded as waste, ‘Cacaofruit Experience’ unleashes the full power of the cacaofruit as these products make use of the entire fruit: its seeds (beans), its nutrient-dense peel and its fresh and fruity pulp and juice. This results in a range of high-quality ingredients that can be used in applications such as juices, smoothies, desserts, bakery and pastry products and snacks all the way to chocolate: ‘WholeFruit’ Chocolate. The new range of products underpins the Group’s shift towards a specialty ingredients maker.

“We make use of the entire cacaofruit.”

Herwig Bernaert, Managing Director
Cabosse Naturals

The new range appeals especially to younger generations. For them, food & drinks need to be tasty and nutritious and with a positive impact on the planet and its people. The new category of ‘Cacaofruit Experience’ caters to all these desires. It is unique in taste, nutrient rich and made of a fruit, that for the most part is typically discarded as waste. It goes without saying that ‘Cacaofruit Experience’ and ‘WholeFruit’ Chocolate are made from sustainably sourced raw materials.

The first launch of ‘Cacaofruit Experience’ by Mondelez International under its new brand CaPao is piloting two cacaofruit snack products with selected retailers in California. In addition, ‘Cacaofruit Experience’ is hitting the chef and artisan market as a new type of chocolate. As of May 2020, ‘WholeFruit’ chocolate will be available in two varieties: the punchy ‘WholeFruit Bold’ and the smooth, luscious ‘WholeFruit Velvety’. Other ‘Cacaofruit Experience’ applications will soon be launched. They will allow chefs and artisans to experiment with the countless possibilities of this product range.



'WholeFruit'
Chocolate:

**100% pure
cacaofruit**