

BARRY CALLEBAUT

How can you respond to consumers' healthier lifestyles while letting them indulge in great tasting products?



Lifestyle Choices.
Lifestyle Solutions.



Healthy and mindful eating is **here to stay**

38% of US consumers

report to have followed a special diet in 2019

Showing that today's consumers are more aware and invested than ever on what they put into their bodies. There are a variety of diets and lifestyle choices consumers can follow and they are certainly open-minded in trying out different diets.

Ultimately, any lifestyle choice is chosen based on consumers' perception of what fits their individual needs best and aligns with their values. The continued growth and popularity of different diet and lifestyle options proves that healthy and mindful eating is here to stay.

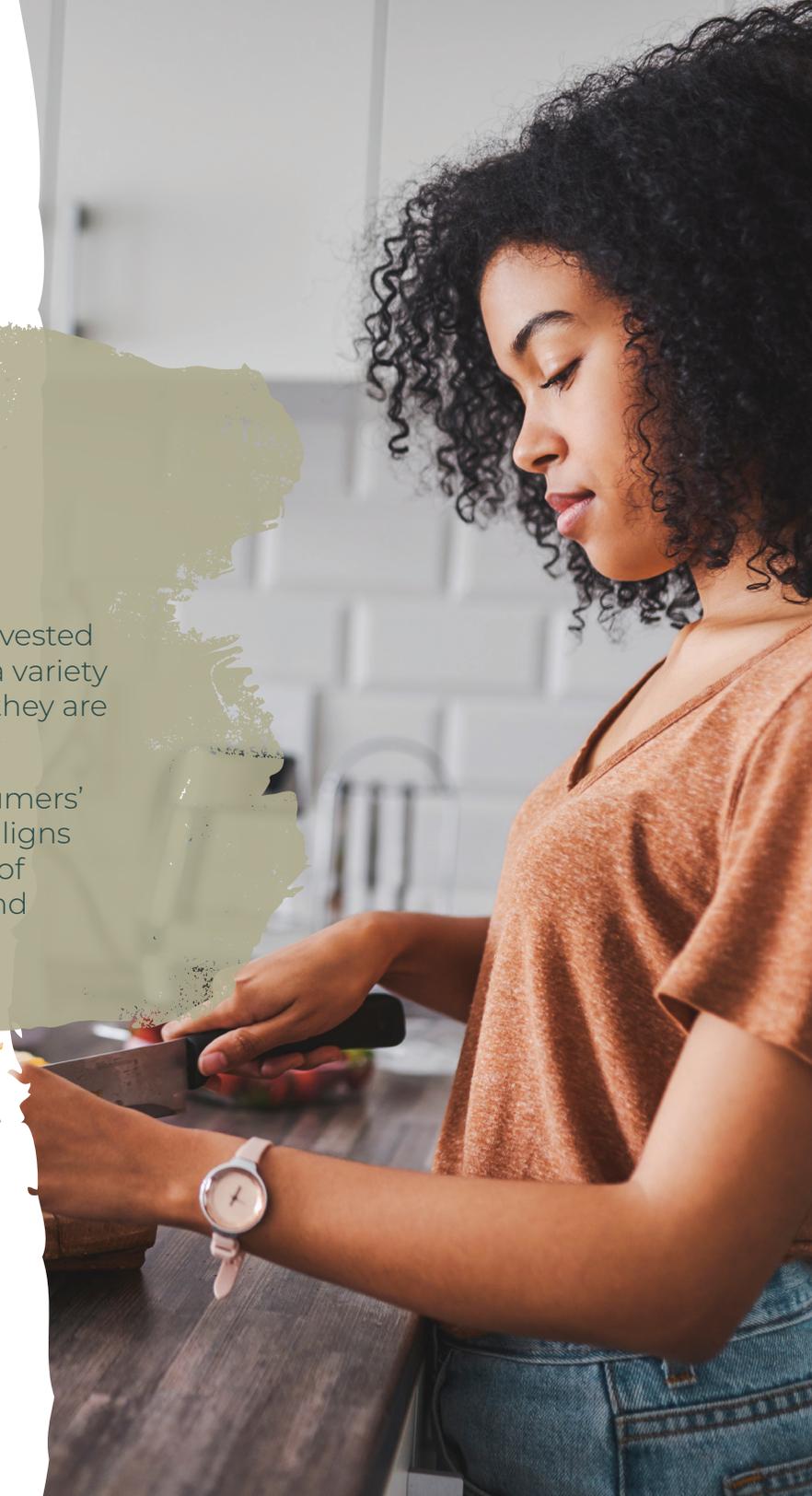
Over the past 5 years, US consumers claim to have tried the following diets:

30%
HIGH PROTEIN

LOW SUGAR
34%

6%
VEGAN

KETO
5%





Diet Trends

HIGH PROTEIN

A high protein diet is a type of eating plan that emphasizes consumption of high-protein-containing foods to either lose weight or gain lean muscle mass.



VEGAN

Veganism is defined as a way of living that attempts to exclude all forms of animal exploitation. For these reasons, the vegan diet is devoid of all animal products, including meat, eggs and dairy.



KETO

The ketogenic diet is a very low-carb, high-fat diet. The drastic reduction in carbs and replacement by high fats puts the body into a metabolic state called ketosis.

PALEO

A paleo diet typically includes lean meats, fish, dairy, fruits, vegetables, nuts and seeds—foods that, in the past, could be obtained by hunting and gathering.



BARRY CALLEBAUT

Taste is still king. No matter your healthy application, this is one attribute consumers will not sacrifice.

Barry Callebaut has a wide range of functional, yet tasty, products that hit the pulse of consumers' lifestyle choices.

	Chocolate		Compound		Cocoa	Nuts			
	Liquid	Molded	Liquid	Molded	Powder	Butter	Paste	Inclusions	Flour
High Protein				🍫		🍫			
Vegan		🍫			🍫	🍫	🍫	🍫	🍫
Keto		🍫		🍫	🍫	🍫			🍫
Paleo	🍫	🍫			🍫	🍫	🍫	🍫	🍫

BARRY CALLEBAUT

High Protein Solutions

Wholesome Choice



Reasons for the growing interest in **protein chocolate products**

Today, high protein items can be found anywhere from convenience stores to bakeries.

Close to 6 million American consumers follow a high protein diet. More so, over half of American households consider high protein as an important attribute when buying food.

Companies have a real opportunity here by clearly marking high protein products with the correct amount of (added) protein to catch consumer's interest.

Barry Callebaut offers a variety of high protein solutions that offer a minimum of 20% protein content.

Sources: FoodInsight 2019 Food and Health Survey, Nielsen, GlobalData; Barry Callebaut Consumer Insights Study.

Niche → Mainstream

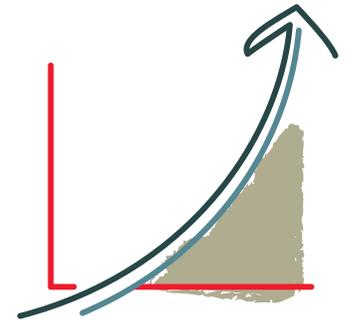
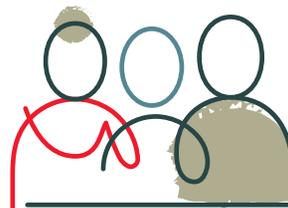
Niche players have been producing high-protein products for years. **Now major players are entering the market.**

Snacking

94% of consumers snack

of which 75% eat at least some healthy snacks

of which a significant 60% of consumers are **looking for high protein** in their healthy snacks



High protein product launches are up 3% in North America from 2014-2018



1 in 4

Eat More Plant-Based Protein this Year and **34% eat plant-based protein at least once a day**

Our range of **high-protein** offerings



HP DARK

ILD-F16A517-13-050

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream

EZ MELT

PROTEIN
20%
50 LB/BOX, 40 BOX/PAL



HP MILK

ILM-F14A375-05-050

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream

EZ MELT

PROTEIN
20%
50 LB/BOX, 40 BOX/PAL



HP WHITE

ILW-F16A156-03-050

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream

EZ MELT

PROTEIN
20%
50 LB/BOX, 40 BOX/PAL



HP YOGURT

ILF-F16A164-08-050

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream

EZ Melt

PROTEIN
20%
50 LB/BOX, 40 BOX/PAL

Our range of plant-based **high-protein** offerings Continued



HP DAIRY FREE PLANT PROTEIN

CHD-F18A125-10-050

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream

EZ MELT

PROTEIN

20%

50 LB/BOX, 40 BOX/PAL



HP ALMOND NUT BUTTER

FMN-F19A353-01-B85

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

BUTTER

PROTEIN

20%

40LB/EA



Wholesome choice

Which **protein** should you choose?

WHEY PROTEIN

- Dairy-based protein
- Great taste
- Complete protein (all 9 essential amino acids are fully digestible)
- Known by sport enthusiasts
- Non-GMO
- Kosher, Halal

PLANT PROTEIN

- Pea-based protein
- Dairy free
- Alternative to soy
- Good quality protein
- Non-GMO
- Kosher, Halal



Which **protein claims** are best for your domestic product?



20% OR MORE

If the food contains 20% or more of the recommended daily intake of protein.

- 🍷 High Protein
- 🍷 Rich in Protein
- 🍷 Excellent Source of Protein

10% OR MORE

If the food contains at least 10% or more of the recommended daily intake of protein, than an appropriate reference food.

- 🍷 Fortified Protein
- 🍷 Enriched in Protein
- 🍷 Protein added

10% TO 19%

If the food contains 10% to 19% of the recommended daily intake of protein.

- 🍷 Good Source of Protein
- 🍷 Contains Protein

QUESTIONS?

For more details on our range of wholesome products; get in touch with your Barry Callebaut representative or visit www.barry-callebaut.com/contact.

BARRY CALLEBAUT



Vegan Solutions

Wholesome Choice

The Plantcraft logo is the identifier for all of Barry Callebaut's plant-based solutions



More than a diet, for many, **Vegan** is a lifestyle choice.

Vegan, or plant-based, diets are becoming more common as consumers take a more holistic approach in their consumption choices: Is it good for me AND is it good for the planet?

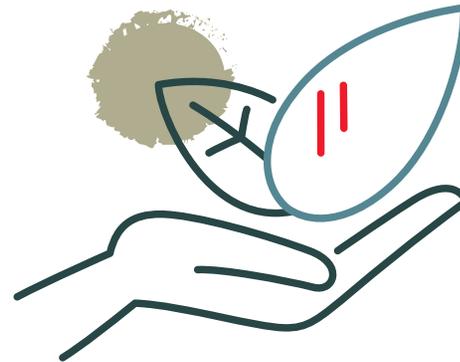
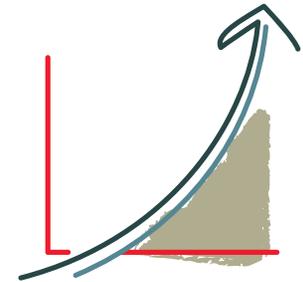
Veganism is often more than just a special diet, for many followers it is a lifestyle. The vegan claim is not only important on food packaging, but also in all other consumption decisions as animal welfare and planet responsibility have taken a bigger stage in society. Brands that appeal to the vegan population can count on a higher customer loyalty than non-vegan brands as consumers continue to actively seek them out.

Barry Callebaut offers a variety of certified dairy-free solutions to appeal to your vegan consumer.

Sources: FoodInsight 2019 Food and Health Survey, Nielsen, GlobalData; Barry Callebaut Consumer Insights Study.

Vegan Launches grow faster than Vegetarian Launches

Vegan claims in food, drink, vitamins and dietary supplements have grown rapidly over the last five years, **at a much faster pace than vegetarian.**



Plant Based

54% of US consumers would like to eat more plant-based foods.

Young consumers, millennials and centennials, are even more eager to stay away from animal products. **63% of millennials** report trying to incorporate plant-based and unprocessed foods into their diet.

4%

of US consumers following a vegan diet, which is **double the global average**

21%

identify as Flexitarians, **eating plant-based foods most of the time** and more than half of them try to add more plant foods to diet

Our range of **vegan** offerings



DAIRY FREE 4M

CHD-DR-6045102-017

Bakery & Pastry
Cereal & Snacks

CHIP

50LB/BOX 40 BOX/PAL



**DAIRY FREE
"MILK-LIKE"
CHOCOLATE**

CHD-F15A694-17-050

Bakery & Pastry
Cereal & Snacks
Confectionery

EZ MELT

50 LB/BOX, 40 BOX/PAL



Our range of **vegan** offerings Continued



COCOA NIBS

NIBS-S-473

Bakery & Pastry
Cereal & Snacks
Confectionery
Ice Cream
Dairy

NIB

20KG/BOX, 32 BOX/PAL



**NATURAL DARK
POWDER 10/12**

100394-D21

Bakery & Pastry
Cereal & Snacks
Ice Cream
Dairy

POWDER

50 LB/BOX, 40 BOX/PAL



**RADNOR NATURAL
POWDER 10/12**

NCP-101C101-721

Bakery & Pastry
Cereal & Snacks

POWDER

50LB/BG



**NATCO NATURAL HIGH
FAT POWDER 22/24**

100051-722

Confectionery

POWDER

25KG/BG, 32BG/PAL

Our range of **vegan** offerings Continued



MOST AMERICAN ALMOND ITEMS QUALIFY FOR PALEO
ALL AMERICAN ALMOND PRODUCTS ARE NON-DAIRY



BLANCHED ALMOND FLOUR

NLN-PO-A093501-B80

Bakery & Pastry
Cereal & Snackbars

FLOUR

25LB/BOX 60BOX/PAL



HAZELNUT FLOUR

NLN-PO-A099101-B80

Bakery & Pastry
Cereal & Snackbars

FLOUR

25LB/BOX 60BOX/PAL



PISTACHIO FLOUR

NLO-PO-A088501-B80

Bakery & Pastry
Cereal & Snackbars

FLOUR

25LB/BOX 60BOX/PAL



ALL NATURAL ALMOND PASTE

PRN-BC-A087501-B86

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

PASTE

45/LB EA

Our range of **vegan** offerings Continued



MOST AMERICAN ALMOND ITEMS QUALIFY FOR PALEO
ALL AMERICAN ALMOND PRODUCTS ARE NON-DAIRY



NATURAL ROASTED ALMOND BUTTER

NPN-BC-A093201-B85

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

NUT BUTTER

40LB/EA



CARAMELIZED ALMOND BRITTLE CRUNCH

NAN-CR-A095901-B84

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

BRITTLE CRUNCH

30LB/BOX



CARAMELIZED HAZELNUT BRITTLE CRUNCH

NAN-CR-A096001-B84

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

BRITTLE CRUNCH

30LB/BOX



CARAMELIZED PISTACHIO BRITTLE CRUNCH

NAO-CR-A096301-B84

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

BRITTLE CRUNCH

30LB/BOX

BARRY CALLEBAUT

Keto Solutions

Wholesome Choice



Keto is on the rise and manufacturers are taking notice.

One of the key concerns among consumers continues to be sugar intake. It is a hot topic, which is closely watched by companies, consumers and even governments alike. In fact, US consumers say that 'limiting sugar intake' has been the top reason why they have changed their diets – before eating more vegetables and fruits.

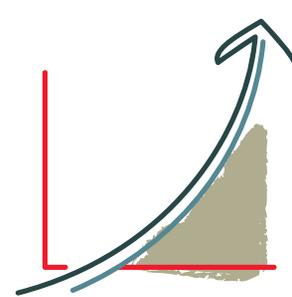
These are certainly contributing factors to the rise of the ketogenic diet. This has not gone unnoticed and food manufacturers are starting to try to tap into this growing niche diet trend.

The keto diet follows strict rules and can be challenging to follow.

Barry Callebaut offers a variety of keto-friendly solutions to fit your consumers specific diet needs.

Sources: FoodInsight 2019 Food and Health Survey, Nielsen, GlobalData; Barry Callebaut Consumer Insights Study.

In a single year, the Keto diet has doubled



2x in 2018

The number of US consumers who have tried the keto diet has doubled from 2018 to 2019 **from 3% to 6%**.

Top 3 ways diet has changed

#1

Limiting sugar intake

#2

Eating more fruits and vegetables

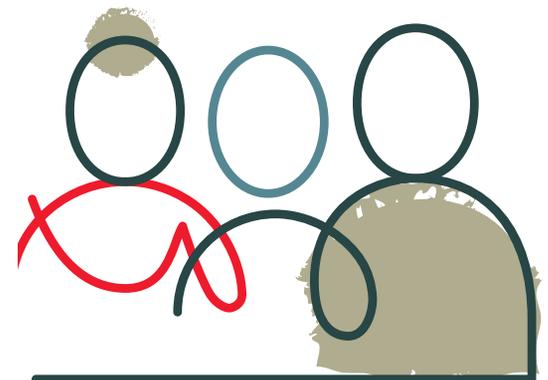
#3

Eating less carbohydrates



→ 28%

Of women say that **carbohydrates are most likely to cause weight gain** compared to 18% of men



Our range of **keto** offerings



1% ADDED SUGAR DARK CHOCOLATE WITH FIBER

CHD-F18A665-02-050

Bakery & Pastry
Cereal & Snackbars
Confectionery

EZ MELT

50 LB/BOX, 40 BOX/PAL



1% ADDED SUGAR CHOCOLATE WITH MILK AND FIBER

CHM-F18A665-03-050

Bakery & Pastry
Cereal & Snackbars
Confectionery

EZ MELT

50 LB/BOX, 40 BOX/PAL



NO SUGAR ADDED DARK COMPOUND - NO POLYOLS!

CSD-F18A028-08-050

Bakery & Pastry
Cereal & Snackbars
Confectionery

EZ MELT

50 LB/BOX, 40 BOX/PAL



NO SUGAR ADDED MILK COMPOUND - NO POLYOLS!

CSM-F18A341-08-050

Bakery & Pastry
Cereal & Snackbars
Confectionery

EZ MELT

50 LB/BOX, 40 BOX/PAL

Our range of **keto** offerings Continued



COCOA NIBS

NIBS-S-473

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

NIB

20KG/BOX, 32 BOX/PAL



**NATURAL DARK
POWDER 10/12**

100394-D21

Bakery & Pastry
Cereal & Snackbars
Ice Cream
Dairy

POWDER

25KG/BG, 32BG/PAL



**RADNOR NATURAL
POWDER 10/12**

NCP-101C101-721

Bakery & Pastry
Cereal & Snackbars

POWDER

50LB/BG



**NATCO NATURAL HIGH
FAT POWDER 22/24**

100051-722

Confectionery

POWDER

25KG/BG, 32BG/PAL

Our range of **keto** offerings Continued



BAKERY & PASTRY FILLINGS



**KETO ALMOND
FILLING**

FMN-F19A252-20-E17

Bakery & Pastry
Cereal & Snackbars



**KETO CHOCOLAT-Y
ALMOND FILLING**

FMN-F19A252-25-E17

Bakery & Pastry
Cereal & Snackbars



**KETO CASHEW
FILLING**

FMO-F19A252-30-E17

Bakery & Pastry
Cereal & Snackbars



**KETO CHOCOLAT-Y
CASHEW FILLING**

FMN-F19A252-35-E17

Bakery & Pastry
Cereal & Snackbars

NUT FILLING

470 LB/DRUM, 3 DRUM/PAL

Other packaging sizes possible,
please inquire for more information

Our range of keto offerings Continued



ONE SHOT CONFECTIONERY FILLINGS



**KETO CASHEW
FILLING**

FNO-F19A252-01-E17

Confectionery

NUT FILLING

470 LB/DRUM, 3 DRUM/PAL



**KETO ALMOND
FILLING**

FNN-F19A252-10-E17

Confectionery

NUT FILLING

470 LB/DRUM, 3 DRUM/PAL

Other packaging sizes possible,
please inquire for more information



BARRY CALLEBAUT

Paleo Solutions

Wholesome Choice



Simple ingredients,
just as nature
intended. **Paleo**
gains a following.

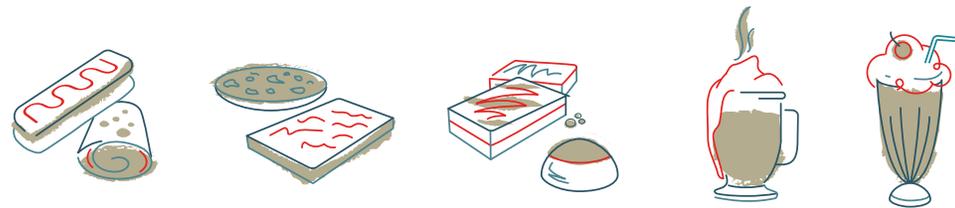
The shopping aisle is overwhelming these days: products and products stocked on top of each other with long ingredient labels, many of them with ingredients consumers do not understand.

The paleo follower looks for items with only few non-processed, non-artificial ingredients or even no label at all. Although they stay away from processed foods as they follow a diet similar to the one of our ancestors thousands of years ago, chocolate with high cacao content (>70%) is allowed in the paleo diet in moderation.

Barry Callebaut offers a variety of paleo-friendly items from nuts, powder to high cacao chocolates.

Sources: FoodInsight 2019 Food and Health Survey, Nielsen, GlobalData; Barry Callebaut Consumer Insights Study.

Can chocolate be
part of a healthy diet?
**More than half of US
consumers think so.**

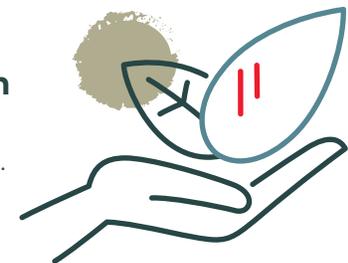


Natural and Unprocessed

45%

of US consumers actively seek out food products that contain **only natural ingredients.**

Young consumers **see the paleo diet in a positive light.** Half of millennials and centennials view paleo as a healthy diet.



Our range of **paleo** offerings



**UNSWEETENED
LIQUOR CHUNK**

NCL-2C602-082

Bakery & Pastry
Cereal & Snacks

CHUNK

50 LB/BOX, 40 BOX/PAL



**BC SUPREME
DARK CHUNKS
2000CT/LB 73%**

CHD-CU-6038801-019

Bakery & Pastry
Cereal & Snacks

CHUNK

50 LB/BOX, 40 BOX/PAL



**VAN LEER BEL
NOIR 72.5%**

CHD-WA-8730311-052

Cereal & Snacks
Confectionery

EZ MELT

50 LB/BOX, 40 BOX/PAL



Our range of **paleo** offerings Continued



COCOA NIBS

NIBS-S-473

Bakery & Pastry
Cereal & Snacks
Confectionery
Ice Cream
Dairy

NIB

20KG/BOX, 32 BOX/PAL



**NATURAL DARK
POWDER 10/12**

100394-D21

Bakery & Pastry
Cereal & Snacks
Ice Cream
Dairy

POWDER

25KG/BG, 32BG/PAL



**RADNOR NATURAL
POWDER 10/12**

NCP-101C101-721

Bakery & Pastry
Cereal & Snacks

POWDER

50LB/BG



**NATCO NATURAL HIGH
FAT POWDER 22/24**

100051-722

Confectionery

POWDER

25KG/BG, 32BG/PAL

Our range of **paleo** offerings Continued



BLANCHED ALMOND FLOUR

NLN-PO-A093501-B80

Bakery & Pastry
Cereal & Snacks

FLOUR

25LB/BOX 60BOX/PAL



HAZELNUT FLOUR

NLN-PO-A099101-B80

Bakery & Pastry
Cereal & Snacks

FLOUR

25LB/BOX 60BOX/PAL



PISTACHIO FLOUR

NLO-PO-A088501-B80

Bakery & Pastry
Cereal & Snacks

FLOUR

25LB/BOX 60BOX/PAL

MOST AMERICAN ALMOND ITEMS QUALIFY FOR PALEO

ALL AMERICAN ALMOND PRODUCTS ARE NON-DAIRY

FOR MORE INFORMATION ON THE PORTFOLIO, VISIT WWW.AMERICALMOND.COM

Our range of **paleo** offerings Continued



MOST AMERICAN ALMOND ITEMS QUALIFY FOR PALEO
ALL AMERICAN ALMOND PRODUCTS ARE NON-DAIRY
FOR MORE INFORMATION ON THE PORTFOLIO, VISIT WWW.AMERICANALMOND.COM



BLANCHED SLICED ALMONDS

NUN-SL-A095401-B80

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream

SLICED NUTS

25LB/BOX 60BOX/PAL



NATURAL ROASTED ALMOND BUTTER

NPN-BC-A093201-B85

Bakery & Pastry
Cereal & Snackbars
Confectionery
Ice Cream
Dairy

NUT BUTTER

40LB/EA



Want to know more?

www.barry-callebaut.com