

# News Release

Celebrating the Group's deep scientific knowledge of the cacaofruit

## Barry Callebaut unveils the first nutraceutical fruit drink

- **Barry Callebaut leverages its deep scientific knowledge of the cacaofruit and the fruit's supportive health effect by introducing a nutraceutical fruit drink**
- **The new cacaofruit elixir 'Elix' has a zesty fruity taste. Promoting circulatory health.**
- **The health claim related to the cacaofruit flavanols present in 'Elix' is approved under the EU Nutrition and Health Claims regulation and pending FDA approval in spring 2022**

*Amsterdam/The Netherlands and Zurich/Switzerland, October 14, 2021* – Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, leverages its deep scientific knowledge of the cacaofruit and the fruit's supportive health effect, by presenting the first nutraceutical fruit drink. The new cacaofruit elixir – made from 100% pure cacaofruit – has a zesty fruity taste. By unlocking the power of science, the elixir is uniquely crafted to preserve the nutrients of the cacaofruit.

The cacaofruit naturally contains the required amount of flavanols to optimize the blood flow across the entire body. It is a good source of iron, magnesium and potassium. Besides the 100% pure cacaofruit elixir, combinations with herbs and other fruits can be explored to enrich the range with beautiful taste combinations and additional nutrients. The nutraceutical fruit drink contributes to personal as well environmental health. Since it upcycles the whole cacaofruit, 'Elix' positively impacts nature and communities.

### **Gen X believe they need to nurture their nature**

Covid accelerated consumers' interest in the beauty of food and the beneficial health effects of eating and living well. Generation X –born between the mid-1960s and the early-1980s – believe they need to nurture their nature. To keep their body and mind strong, they look out for whole foods that are scientifically proven to actively support their health. They are well informed about which, and what amount, of macro- and micro nutrients to consume.

The cacaofruit elixir has been tested and validated through consumer research by independent global research agency MMR in the UK and the US. As part of these studies Elix's consumer appeal and purchase intent have been tested, indicating a high interest in the new nutraceutical fruit drink category.

Peter Boone, CEO of Barry Callebaut Group, said: "The COVID-19 pandemic accelerated consumers' interest in their own health as well as in the health of their environment. The introduction of this new category of nutraceutical fruit drinks is another proof point of how Barry Callebaut, through its innovation capabilities and its profound knowledge of the cacaofruit, is able to cater to evolving consumer trends."

### **Promoting circulatory health**

The health effects of cacaofruit flavanols have been studied by experts across the globe for decades and they have found [sound scientific proof of their benefits on human health and wellness](#)<sup>1</sup>. Barry Callebaut's deep scientific knowledge of the cacaofruit and the effect of the fruit's flavanols on circulatory health are recognized by the European Food Safety Authority (EFSA), which resulted in the approval of the related health claim under the EU Nutrition and Health Claims regulation. Approval by the US Food and Drug Administration (FDA) is pending in spring 2022. Cacaofruit flavanols help maintain the elasticity of blood vessels which benefits the blood flow to, for example, organs such as the heart, muscles, brain, and skin.

<sup>1</sup> More information on the health benefits of cacaofruit flavanols can be found [here](#).

**The science of cacaofruit**

Composed of almost 20,000 different types of molecules, the seed of the cacaofruit is one of the most complex food substances on earth. The R&D behind the cacaofruit elixir 'Elix' took Barry Callebaut more than 15 years. In addition, there is data available from more than 100 human clinical studies which provide sound scientific proof of the [health effects of the cacaofruit flavanols](#)<sup>2</sup>.

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

*With annual sales of about CHF 6.9 billion (EUR 6.4 billion / USD 7.1 billion) in fiscal year 2019/20, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 60 production facilities worldwide and employs a diverse and dedicated global workforce of more than 12,000 people.*

*The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The global brands catering to the specific needs of these Gourmet customers are [Callebaut](#)<sup>®</sup> and [Cacao Barry](#)<sup>®</sup>, [Carma](#)<sup>®</sup> and the decorations specialist [Mona Lisa](#)<sup>®</sup>.*

*The Barry Callebaut Group is committed to make sustainable chocolate the norm by 2025 to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the [Cocoa Horizons Foundation](#) in its goal to shape a sustainable cocoa and chocolate future.*

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<sup>2</sup> More information on the science of the cacaofruit can be found [here](#).