



# News Release

## **First official validation of positive effect of cocoa flavanols EFSA issues positive Scientific Opinion on Barry Callebaut's health claim on cocoa flavanols**

- **Barry Callebaut first in the EU to receive a positive Scientific Opinion on a health claim on cocoa flavanols from the European Food Safety Authority**
- **Official validation that cocoa flavanols have a positive impact on blood flow**
- **Opening up new market potential for Barry Callebaut's cocoa powder and chocolate products made through its ACTICOA® process**

*Zurich/Switzerland, Wieze/Belgium, July 17, 2012* – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, today announced that the European Food Safety Authority (EFSA) issued a positive opinion on the company's health claim dossier submitted last year. Barry Callebaut received a health claim that "cocoa flavanols help maintain endothelium-dependent vasodilation which contributes to normal blood flow." The company was able to provide evidence that the intake of 200 mg of cocoa flavanols (provided by 2.5g of high-flavanol cocoa powder or 10g of high-flavanol dark chocolate) positively influence blood circulation in the human body. Barry Callebaut is the first company in the EU to obtain a positive Scientific Opinion on a health claim on cocoa flavanols.

Since 2005, Barry Callebaut has carried out more than 20 human clinical studies examining various impacts of cocoa flavanols on the human body. For these studies, the company used cocoa powder and chocolate products made through its own developed ACTICOA® process which results in high-flavanol cocoa products. Barry Callebaut's specific ACTICOA® process is the outcome of years of research into ways of preserving cocoa flavanols. The company succeeded in maintaining up to 80% of the cocoa flavanols which would be destroyed for the most part during the conventional chocolate-making process.

If the EU Commission further approves the health claim, Barry Callebaut will have the right to use the cocoa flavanols claim for five years within EU countries. The company's customers using its high-flavanol cocoa products would be able to apply the claim on their products and packaging, enabling them to differentiate their offerings from other products on the market and gain useful competitive advantage. Barry Callebaut sees considerable market potential for – among others – applications in chocolate drinks, cereal bars and biscuits.

Juergen Steinemann, CEO of Barry Callebaut, said: "It is very valuable for us to now have an official positive Scientific Opinion from the European Food Safety Authority that cocoa flavanols have a positive effect on human blood flow. As the first company receiving such a health claim, we see new market potential both for us and for our customers. The health claim is also a reward for our long years of extensive research in the benefits of cocoa flavanols on the human body."

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

*With annual sales of about CHF 4.6 billion (EUR 3.6 billion/USD 5.0 billion) for fiscal year 2010/11, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finished chocolate product. Barry Callebaut is present in 27 countries, operates around 40 production facilities and employs a diverse and dedicated workforce of about 6,000 people. Barry Callebaut serves the entire food industry focusing on industrial food manufacturers, artisans and professional users of chocolate (such as chocolatiers, pastry chefs or bakers), the latter with its two global brands Callebaut® and Cacao Barry®. 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. Cost leadership is another important reason why global as well as local food manufacturers work together with Barry Callebaut. Through its broad range of sustainability initiatives and research activities, the company works with farmers, farmer organizations and other partners to help ensure future supplies of cocoa and improve farmer livelihoods.*

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