

News Release

High-Flavanol Cocoa Powder: An important step forward in the journey of cocoa & food for health

- **Barry Callebaut is the first cocoa and chocolate company to establish a qualified health claim with the FDA stating that high-flavanol cocoa powder may reduce the risk of cardiovascular disease**
- **Flavanols are phytonutrient compounds that naturally occur in foods from vegetables and fruits to chocolate and tea**

Chicago, IL, US, February 10, 2023 – Barry Callebaut, as the world's leading manufacturer of high-quality chocolate and cocoa products, is an industry leader in research and development, specifically relating to the health benefits of cocoa flavanols. Recently, there has been a breakthrough in this area.

After a rigorous four-year review process by the Food and Drug Administration (FDA), Barry Callebaut is the first cocoa and chocolate company to establish a qualified health claim in the United States stating that high-flavanol cocoa powder may reduce the risk of cardiovascular disease. The FDA-specific language around the claim can be found [here](#).

Flavanols are phytonutrient compounds that naturally occur in foods from vegetables and fruits to chocolate and tea. Flavanols are particularly abundant in cacao beans with the level dependent on origin, crop type and processing practices.

Cementing its position in the better-for-you category, Barry Callebaut was the first cocoa and chocolate company to receive a positive Scientific Opinion on a European Food Safety Authority (EFSA) health claim that cocoa flavanols have a positive impact on blood flow. Since the original statement in 2012, the EFSA extended that health claim to also include cocoa powder, dark chocolate products, and cocoa extract products. For the FDA, Barry Callebaut was able to provide similar evidence as it relates to high-flavanol cocoa powder.

“We know U.S. consumers are becoming increasingly interested in how the foods they love impact both environmental and personal health,” TJ Mulvihill, VP Marketing North America at Barry Callebaut, explained. “This is a major milestone in the development of cocoa as an ingredient, as we now know that, in combination with a balanced diet and a healthy lifestyle, consumption of cocoa flavanols in high flavanol cocoa powder may help support cardiovascular health.”

“We are honored to be at the forefront of exploring the health and scientific benefits of cocoa,” said Hugo Van Der Goes, Vice President Cocoa North America, Barry Callebaut. Van Der Goes added, “For our customers, this presents an opportunity to develop and enhance better-for-you products leveraging high-flavanol cocoa powder, especially in the sports beverage and protein mix categories, to meet consumer demand.”

About Barry Callebaut Group (www.barry-callebaut.com):

With annual sales of about CHF 8.1 billion (EUR 7.8 billion / USD 8.6 billion) in fiscal year 2021/22, 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 65 production facilities worldwide and employs a diverse and dedicated global workforce of more than 13,000 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®](#) and [Cacao Barry®](#), [Carma®](#) and the decorations specialist [Mona Lisa®](#).

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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