

News Release

Partnership showcases innovation with high-flavanol chocolate Barry Callebaut and FlavaNaturals pioneer an advancement of flavanol-rich chocolate in consumer product line

- **Collaboration leverages over a decade of research and development by Barry Callebaut on high-flavanol chocolate**
- **Announcement follows three years of collaboration on the development of FlavaBars – a line of premium, dark chocolate bars with 5X the cocoa flavanols of a typical dark chocolate bar**

CHICAGO – (February 14, 2018) – The Barry Callebaut Group, the world’s leading manufacturer of high-quality chocolate and cocoa products, and FlavaNaturals jointly announce their exclusive partnership through 2018 for production of high-flavanol chocolate in the U.S. FlavaNaturals is a consumer line of delicious chocolate products that provide optimized levels of naturally preserved cocoa flavanols. The announcement follows three years of collaboration on the development of FlavaBars, a line of premium chocolate bars containing five times the cocoa flavanol content of a typical dark chocolate bar.

Research done by Barry Callebaut into the benefits of cocoa continues to unlock the secrets of this remarkable fruit. FlavaBars leverage over a decade of development by Barry Callebaut on high-flavanol chocolate. Although flavanols are naturally occurring in cocoa beans, they are significantly reduced during the traditional chocolate production process. Requiring no additives or fortification, this chocolate retains flavanols through optimized cocoa sourcing and processing.

Peter Boone, CEO & President, Barry Callebaut Americas comments that “Consumers today are constantly trying to achieve balance in their diet. Our proprietary sourcing and processing methods allow us to better preserve the naturally existing flavanols in cocoa. Working with FlavaNaturals, we are able to provide a new chocolate experience for U.S. consumers.”

FlavaBars are made from all-natural ingredients and contain 500mg of cocoa flavanols per serving. “FlavaNaturals is proud to partner with Barry Callebaut, a world leader in cocoa innovation and sustainability,” says FlavaNaturals Founder & CEO Alan Frost. “Our ultimate vision is to change the way people think about consuming chocolate. Chocolate may have been your weakness, but with FlavaBar, it becomes your strength.”

FlavaBars are primarily available at FlavaNaturals.com. FlavaNaturals plans expansion to retail in spring 2018. FlavaBars are available in six flavors, including Roasted Almond + Himalayan Pink Salt, Blueberry + Green Tea Matcha, Pure Cocoa Nibs, Espresso Ground Coffee, Crystallized Ginger + Saigon Cinnamon and Classic Dark.

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

With annual sales of about CHF 6.8 billion (EUR 6.3 billion / USD 6.9 billion) in fiscal year 2016/17, 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 close to 60 production facilities worldwide and employs a diverse and dedicated global workforce of about 11,000 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 two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

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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About FlavaNaturals (www.FlavaNaturals.com):

FlavaNaturals is changing the way people consume and think about chocolate with delicious, specialty dark chocolate products that deliver 5X to 9X the cocoa flavanols of a typical dark chocolate bar. FlavaNaturals offers two appealing product lines, FlavaBars®, a family of six mouthwatering chocolate bars, and FlavaMix®, a drinking chocolate that can also be used in a wide variety of recipes. To order and learn more, visit FlavaNaturals.com and follow [@flavanaturals](#) on Instagram and on [Facebook](#).

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