



Press release

A trip through a world of chocolate innovation that is a treat for everyone.

Exclusive Origin chocolates

Barry Callebaut sources its own cocoa beans from the world's leading cocoa producing regions and, because of this expertise, it has been able to create a range of chocolates with specific origins such as South America, Asia and Africa. This is a range of six unique quality chocolates developed for industrial customers. Each has its own distinctive flavor determined by the variety of cocoa used, the region it originates from and the way in which the cocoa was harvested.

Industrial customers can choose between a dark origin chocolate from Asia (Papua New Guinea, 70% cocoa), South America (Ecuador, 55% cocoa), West Africa (São Tomé, 75% cocoa) or a special blend which "originates" from South America and Africa, combining the best of both regions. For milk chocolate, a pure Asian origin (Papua New Guinea) has been developed.



Chocolates for growing consumer needs

Without added sugar:

A healthy diet is an increasing concern amongst consumers nowadays and, for this reason, as well as for medical reasons such as diabetes, many consumers are switching to no added-sugar products while not wanting to compromise on taste.

Barry Callebaut has a range of chocolates, fillings, ice-cream chocolate and bake stable chocolate with no added-sugar or which are sugar-free (US legislation). These contain the sugar substitute, maltitol, which possesses many of the same characteristics as sugar so it can be produced using conventional methods. Barry Callebaut can also produce chocolates with alternative polyols or sugar replacers.

Lactose-free:

Now no-one with a lactose intolerance, milk protein allergy, gluten allergy or special dietary requirements (Kosher, vegetarian, vegan, cholesterol-free) has to miss out on the flavor of 'milk' chocolate. Barry Callebaut's lactose-free product contains 14.5% specially developed rice powder, which gives the flavor and texture of milk chocolate without the presence of milk powder. Production and molding is carried out on dedicated production and molding lines to ensure that there is no possibility of any lactose and/or milk protein contamination.

This unique product has a light and creamy flavor with no aftertaste and has the same technical characteristics as traditional Barry Callebaut milk chocolate, so it can be melted, tempered and cooled in exactly the same way.



Chocolate to its roots

Barry Callebaut is the world's leading manufacturer of high-quality cocoa, chocolate, chocolate related products and decorations. The Group comprises such renowned companies as Cacao Barry, Callebaut, Carma, Van Houten and Luijckx. It has some 5,000 employees in 17 countries, about 26 production sites and sales of approximately CHF 2.6 billion in the 2002/2003 fiscal year. Over the course of 150 years, the company has accumulated unrivalled experience in every aspect of chocolate, from sourcing the cocoa beans to the creation and production of top quality finished chocolate products.

Barry Callebaut's core values of service, quality, cost-efficiency, innovation and integrity are behind the incomparable range of products and services it is able to offer all its customers. These range from the smallest artisanal producers to full-scale international industrial processors.

To make its product range more complete, Barry Callebaut recently acquired the Luijckx company. This means that it can now offer a range of over 2,000 chocolate decorations. The latest additions to this staggering range include tailor-made logo decorations, tulip cups in two color and flavor combinations, real chocolate roses and multi-colored shavings. The Luijckx range is proof, if any were needed, that chocolate can be a feast for the eyes as well as the taste buds.

For more information, please e-mail
BCInformation@barry-callebaut.com
www.barry-callebaut.com