



# News Release

---

## Meeting growing demand for functional chocolate **Barry Callebaut: introducing healthy indulgence**

- **Visit the Barry Callebaut stand at HIE, Paris Nord Villepinte, France (Hall 2 – aisle N037) from Tuesday 4<sup>th</sup> to Thursday 6<sup>th</sup> November**

*Wieze, Belgium, 22<sup>nd</sup> September 2008* - Barry Callebaut, the world's leading manufacturer of high quality cocoa and chocolate products, will be putting a wide array of innovative cocoa and chocolate products on display at HIE. The outcome of years of research, this latest product line-up strikes the perfect balance between health, indulgence and new taste experiences.

### **Functional chocolate: marrying health and indulgence**

Adding further evidence to the place of chocolate in a healthy, balanced diet, Barry Callebaut has recently introduced the first industrial-scale **probiotic chocolate** as well as the first **tooth-friendly chocolate**, endorsed by dentists and loved by mothers and children. Furthermore, the spectrum of Barry Callebaut's nutritionally improved chocolate products includes: **fiber-enriched, sugar and/or fat reduced and sugar-free chocolate**. Moreover Barry Callebaut's **White Chocolate & Fruit** is the first white chocolate to include real fruit and all the benefits it contains.

### **Cocoa flavanols: 100% natural health benefits, straight from the cocoa bean**

Barry Callebaut's **ACTICOA™** process offers the very best in natural protection, straight from the cocoa bean. Thanks to its high concentration of cocoa flavanols, ACTICOA™ cocoa and chocolate helps to restore the balance between antioxidants and free radicals in our body. It has been scientifically proven that flavanols have a beneficial effect on cognition while helping to slow down the aging process. They also help to maintain the powers of concentration and memory and contribute to maintaining good blood circulation and a healthy blood pressure. At the HIE we will reveal the results of new clinical studies related to the heart. Scoop at the HIE: Barry Callebaut will present its **cocoa flavanol extract**, This extract, containing all the benefits of the cocoa bean in a concentrated form, can potentially add a touch of health to a wide range of food products.

### **An amazing new taste and texture experience: Croquoa™**

Barry Callebaut is proud to announce the advent of **Croquoa™**, a **brand-new texture, based on cocoa and sugar**. These tiny lightweights have an unbeatable crunchiness and contain no artificial additives, no coloring, flavoring or conservatives. They can add the taste of refinement to virtually any application. Better still: Croquoa™ is made from defatted cocoa powder, so it is low in fat. Its aerated texture also helps push the calories down to an absolute minimum.

\* \* \*



# News Release

---

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

*With annual sales of more than CHF 4 billion (approximately USD 3.6 billion or EUR 2.5 billion) for fiscal year 2006/07, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 25 countries, operates about 40 production facilities and employs approximately 7,500 people. The company serves the entire food industry, from food manufacturers to professional users of chocolate (such as chocolatiers, pastry chefs or bakers), to global retailers. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.*

\* \* \*

**Contacts for the media:**

Ann Dhoedt  
Barry Callebaut Belgium NV  
+32 53 73 02 01  
Ann\_Dhoedt@Barry-Callebaut.com

Ann Maes  
Pride  
+32 477 41 70 92  
ann.maes@pr-ide.be