

News Release

49% of consumers are trying to limit their sugar intake

Barry Callebaut responds to worldwide trend with five wholesome sugar solutions

- Consumer trend: sugar intake is declining worldwide
- Barry Callebaut developed a range of solutions to reduce sugar in confectionery products without compromising on taste

Frankfurt/Germany – November 28, 2017 – Sugar-related health and wellbeing concerns are high on consumers' radar, especially amongst millennials and health-conscious adults. They all have one thing in common: the search for good food with a better nutritional profile that doesn't force them to compromise on taste. Nowadays, 49% of global consumers are trying to limit their sugar intake. Healthy alternatives for snacks and meals are a worldwide growing trend that Barry Callebaut is addressing through its continuous investments in R&D. It developed a complete range of five wholesome sugar solutions for chocolate and also has a toolbox of sugar substituting technologies ready for customer-specific developments.

Declining sugar intake trend

It is a trend that is sweeping the globe: consumers are increasingly looking for healthy, but tasty alternatives. People feel more in control of their health and want food that supports a healthy lifestyle while still fulfilling the need for indulgence and pleasure.

Market research confirms this declining sugar intake trend: 49% of global consumers try to limit their sugar intake, while 23% try to eat a moderate amount of sugar and 14% avoid it entirely.¹

Bas Smit, Global and EMEA Marketing Director Barry Callebaut: "Nowadays, consumers want to enjoy food without feeling guilty and without compromising on taste. It is all about healthy indulgence. This trend is spreading through Europe and the world. Years of research at Barry Callebaut have resulted in relevant solutions for our customers to satisfy the consumer's needs."

Track record in sugar reduction

"Since 2007, we have been working on chocolate reformulation", says Leen Allegaert, head of Barry Callebaut's Wholesome Choice innovation program. "Throughout the years, we have built a proven track record in sugar reduction. We developed a toolbox of sugar substituting technologies that is ready for customer-specific developments as well as a complete range of chocolate and filling recipes that are either reduced in sugar or free of added sugar", explains Allegaert.

At FiE in Frankfurt (November 28 – 30, 2017) this week, Barry Callebaut offers an in depth look at its five sugar solutions:

Sugar reduction

Barry Callebaut's first solution is to reduce sugars by at least 30%. In general, a product should contain at least 30% less sugar than a similar product in the market to be labeled sugar-reduced. Barry Callebaut's sugar reduced dark and milk chocolate contains a dietary fiber blend that

¹ TrendSightsAnalysis_Ethical Wellbeing_GlobalData_2016-10 & GlobalData_2016 Canadian ConsumerSurveyDataGlobal

replaces part of the sugar content. The chocolate keeps its sweet-tasting flavor even when a significant amount of sugar is taken out. This sugar-reduced chocolate has a balanced taste profile, a good workability, and is also digestive tolerant.

Free of added sugar

Barry Callebaut also offers a series of recipes that do not contain any added sugar. This range is available in a variety of dark, milk and white chocolates with maltitol as a one-on-one sugar replacer. Maltitol is a polyol: a sugar alcohol that is used as a bulk sweetener that contains fewer calories but preserves 90% of a product's sweetness.

Without added sugar and with no potential laxative effect

Barry Callebaut also offers chocolates without added sugar and without the requirement to declare the laxative effect, which can be caused by a polyol such as maltitol. The declaration of the laxative effect is not required for recipes using maximum 10% polyols combined with dietary fiber.

The range consists of dark, milk and white chocolates with sweeteners, stevia for a great tasting profile, and an added unique fiber blend. The range was patented in 2009. The blend contains inulin, a fiber of natural occurrence that is most present in the chicory root and that brings intestinal health benefits. Stevia, in turn, is a high intensive sweetener: sweeter than sucrose and a natural replacement containing zero calories. This means only a small quantity of it is needed.

Sugar free

Barry Callebaut also has a series of recipes that contain zero sugar. For these sugar free chocolates, Barry Callebaut uses maltitol and stevia as sweeteners and takes all sugar out. The result is a zero sugar chocolate, with maltitol and stevia that keep the superb chocolate taste and texture.

Gradual reduction

A last option is to gradually reduce sugar in your chocolate year-on-year by 10-20%, without adding polyols. Barry Callebaut offers support with product reformulation and regulatory advice.

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.

More information about products from Barry Callebaut: www.solutions.barry-callebaut.com.

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