



# News release

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## **Barry Callebaut develops ACTICOA™ process for the preservation of valuable polyphenols in cocoa beans**

*Zurich/Switzerland, April 11, 2005* – Research results have confirmed that due to their health benefits polyphenols in cocoa beans are valuable substances, which should be retained in foods to the greatest-possible degree. Barry Callebaut has developed a special process for the preservation of polyphenols in cocoa, which although valuable are partly lost during normal processing.

This process – under the trademark ACTICOA™ and for which patent applications are pending – covers several processing stages, from harvesting through the processing of cocoa beans to the finished product, chocolate. The greatest loss in terms of natural polyphenols takes place during the fermentation of cocoa beans. This is why part of the beans used by Barry Callebaut in the Acticoa™ process are unfermented.

The ACTICOA™ symbol on packs of Barry Callebaut chocolates sold by Barry Callebaut or by its customers indicates the use of the gentle new process, and thus a particularly high level of polyphenols.

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***Barry Callebaut (www.barry-callebaut.com):***

*With annual sales of more than CHF 4 billion for fiscal year 2003/04, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa, chocolate and confectionery products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut operates more than 30 production facilities in 22 countries and employs approx. 8,700 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.*

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