



News Release

Meeting the demands for alternative sweetening solutions in chocolate **Barry Callebaut first to launch chocolate with all the sweetness entirely from fruits at FIE 2011**

- Barry Callebaut presents 'Sweet by Fruits™', the first chocolate with all the sweetness entirely from fruits
- New sweetening solution responds to increasing demand to replace regular sugar by other sweetening solutions
- Barry Callebaut presents its latest innovation at FIE, the world's leading food ingredients exhibition in Paris (29/11/2011 – 01/12/2011; Hall 2 – Booth B41)



Zurich/Switzerland, Wieve/Belgium, November 28, 2011 – Recently, consumers are more and more consciously looking for products free from certain ingredients such as additives, preservatives or refined sugars. They are constantly balancing their desire for something natural and healthy with something tasty. Barry Callebaut, the world's leading manufacturer of high quality cocoa and chocolate products now offers an alternative: Sweet by Fruits™. This chocolate is sweetened by all natural fruit sugars, derived entirely from fruits. It functions as an alternative sweetening solution, thus replacing the refined sugar in chocolate.

Sweet by Fruits™ with sugars 100% derived from fruit

“We are very excited to launch Sweet by Fruits™, the first chocolate on the market with only sugars 100% derived from fruits”, stresses Hans Vriens, Chief Innovation Officer at Barry Callebaut. “This chocolate does not contain any added refined sugar and no added artificial sweeteners. It is made from selected cocoa and sweetened by sugars from fruits such as apples and grapes without compromising in the exquisite taste of our high-quality chocolate”.

A delicious chocolate with all the best from Mother Nature

Sweet by Fruits™ is the first chocolate that combines the entire and complex sugar profile of selected fruit and thus forms an answer to the increasing demands for chocolate with ingredients from natural sources, and also excludes potential side effects of some other alternative sweetening solutions. Fruits contain by nature different sugars such as glucose, fructose, sucrose, polyols and complex sugars. Whereas for existing fructose chocolate the fructose is being isolated, and purified, Sweet by Fruits™ uses the entire sugar profile of the selected fruits. Visitors to the Barry Callebaut booth at FIE will have an exclusive sneak preview at this delicious chocolate, which integrates the sweetness from fruits!

Next to Sweet by Fruits™, Barry Callebaut will also present other sweetener solutions, such as its chocolate sweetened with Stevia extract. With the EU approval on November 12th, 2011, Barry Callebaut is now also offering towards European food manufacturers the sweetness extracted from Stevia leaves in chocolate with no added sugars. Barry Callebaut's chocolate sweetened with Stevia extract can also be discovered at the company's booth at the FIE.



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

With annual sales of about CHF 4.6 billion (EUR 3.6 billion/USD 5.0 billion) for fiscal year 2010/11, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finished chocolate product. Barry Callebaut is present in 27 countries, operates around 40 production facilities and employs a diverse and dedicated workforce of about 6,000 people. Barry Callebaut serves the entire food industry focusing on industrial food manufacturers, artisans and professional users of chocolate (such as chocolatiers, pastry chefs or bakers), the latter with its two global brands Callebaut® and Cacao Barry®. Barry Callebaut is the global leader in cocoa and chocolate innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. Cost leadership is another important reason why global as well as local food manufacturers work together with Barry Callebaut. Through its broad range of sustainability initiatives and research activities, the company works with farmers, farmer organizations and other partners to help ensure future supplies of cocoa and improve farmer livelihoods.

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