

News Release

New taste sensation based on one of the most popular flavors Barry Callebaut unveils ‘A Symphony of Caramel’ at ISM

- **Barry Callebaut launches its new chocolate Caramel Doré at ISM**
- **Caramel Doré is the only premium Belgian caramelized chocolate**
- **Visitors can discover ‘A Symphony of Caramel’ at Barry Callebaut’s STUDIO at ISM (Hall 10.2 Booth C10/D19) from January 31 until February 3, 2016**

Wieze/Belgium, Cologne/Germany – January 31, 2016 – At the occasion of the ISM trade fair in Cologne, Barry Callebaut, the world’s leading manufacturer of high quality chocolate and cocoa products, presents a new high quality chocolate: Caramel Doré. With this premium Belgian caramelized chocolate, Global Chocolatier Barry Callebaut makes a divine caramel experience available to its customers worldwide. An innovation with a broad appeal, as caramel is the second most popular flavor in the world of chocolate.

Premiumization of chocolate experience

One of the trends that will continue unabated in 2016 is the premiumization of the chocolate experience: consumers crave for uncompromisingly indulgent, premium chocolate experiences, and expect food manufacturers and retailers to cater to this craving.

In the knowledge that caramel is the second most popular flavor among consumers (after chocolate!), Barry Callebaut developed a completely new premium Belgian chocolate: Caramel Doré. The Caramel Doré offers consumers a warm and creamy caramel touch to their premium chocolate experiences.

“We are constantly innovating to create products that trigger the imagination of consumers,” says Bas Smit, Global and European Marketing Director of Barry Callebaut. “The Caramel Doré, with its unique flavor and texture, offers a new taste sensation, based on one of the most popular flavors in the chocolate world.”

Symphony of Caramel

The Caramel Doré, the only premium Belgian caramelized chocolate, can be turned into confectionery applications, ice cream and desserts to create multi-flavor and multi-texture sensations. The chocolate has a creamy, golden color. The explosive caramel taste, accompanied with caramelized milky notes, a distinct biscuit flavor and a pinch of salt adds an extra layer of sensory delight.

To showcase all possibilities that Caramel Doré offers in the industry, Barry Callebaut launches ‘A Symphony of Caramel’ in its STUDIO at ISM. In the STUDIO visitors have the chance to interact and discover the chocolates of tomorrow – like Caramel Doré – in a vibrant place. They can smell, touch, feel and taste all quality ingredients – freshly made by five renowned craftsmen/woman.

Visitors can discover the ‘Symphony of Caramel’ at Barry Callebaut’s ISM STUDIO (Hall 10.2 Booth C10/D19) from January 31 till February 3, 2016.

Pictures are available on Flickr <https://www.flickr.com/photos/barrycallebautgroup/sets/>

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

With annual sales of about CHF 6.2 billion (EUR 5.6 billion / USD 6.6 billion) in fiscal year 2014/15, 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 more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of more than 9,000 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 sustainable cocoa production 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.

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Contact

for the media:

Nicole Heremans
PR Coordinator
Barry Callebaut Belgium NV
Phone: +32 474 56 67 77
nicole_heremans@barry-callebaut.com

for the media:

Raf Weverbergh
PR Consultant
FINN Public Relations
Phone: +32 475 41 81 27
raf.weverbergh@finnpr.com