

News Release

Consumers prefer dark cocoa creations and clean labeling

Barry Callebaut introduces Bensdorp Natural Dark – a flavorful, 100% natural, dark cocoa powder

- **Natural Dark is a dark, flavorful, 100% natural cocoa powder with a superior taste experience obtained without being processed with alkali**
- **The new Natural Dark has been tested and approved in consumer test**
- **Bensdorp’s Natural Dark cocoa powder can be used in all major application segments such as bakery & pastry creations, cold drinks & beverages, ice cream**
- **Natural Dark enables food manufacturers to have clean label**

Zurich, August 29, 2019 – Bensdorp, the premium cocoa brand of Barry Callebaut, introduces Natural Dark, a 100% natural and flavorful dark cocoa powder with a superior taste experience. In a consumer test the new Natural Dark cocoa powder was approved by consumers from all over the world. It enables food manufacturers to deliver a rich and chocolaty flavor in all major applications while offering a clean label.

Bensdorp Natural Dark cocoa powder is being introduced at a time when health-focused consumers are increasingly seeking out premium products that are tasty and have a short, recognizable ingredient list. Bensdorp Natural Dark cocoa powder’s unique alkali-free processing hits all the right notes on rich flavor and the deep dark color consumers prefer while retaining its 100% natural credentials. Thanks to this innovative cocoa powder food manufacturers can now offer dark cocoa creations with intense chocolate taste while having a 100% clean label and natural positioning that hasn’t been possible until today.

Steven Retzlaff, President Global Cocoa at Barry Callebaut Group: “We are delighted to introduce Natural Dark after years of development and continuous improvements. Our biggest challenge was to create a cocoa powder that not only delivers a natural dark brown color but brings a rich, chocolaty flavor that our customers can confidently use across all major applications. Since it’s a 100% natural proposition with a rich, chocolaty taste, we believe that this powder will set a new standard in the years to come.”

The taste palate is a mix of roasted cocoa, spices and a hint of dried fruits giving way to warm notes that blend well with toasted aromas, such as coffee or pecan nuts. Bursting with a rich, chocolaty flavor and premium dark brown color Natural Dark can be used in a much wider range of applications than other natural cocoa powders, delivering a unique sensory experience for chocolate lovers everywhere. Bensdorp conducted consumer tastings with everyday consumers to show that a natural cocoa powder can have a dark color and rich, intense chocolate taste.

Bensdorp is the premium cocoa brand of Barry Callebaut. With close to 180 years of heritage and mastery in crafting the finest cocoa powders, they offer the broadest range of rich flavor and color cocoa powders made with the highest quality standards globally.

Barry Callebaut introduces Bensdorp Natural Dark a premium - a 100% natural dark cocoa powder 1/3

Bensdorp Natural Dark will make its debut in the United States at the IBIE trade show, known as the International Baking Industry Exposition, in Las Vegas, NV, September 8-11. The industry will have the opportunity to experience its rich chocolate taste and color in various bakery applications.



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

With annual sales of about CHF 6.9 billion (EUR 6.0 billion / USD 7.1 billion) in fiscal year 2017/18, 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 about 60 production facilities worldwide and employs a diverse and dedicated global workforce of more than 11,500 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.

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