

News Release

The next generation of consumers is looking for experiences that are tasty, good for them and good for the planet

Barry Callebaut to showcase extended premium organic range at Biofach 2020

- **Barry Callebaut is in attendance at the Biofach fair in Nuremberg, Germany to present their extensive organic range – combining indulgence, authenticity and sustainability**
- **The Barry Callebaut stand can be found in Hall 8, Booth 508**
- **With new organic fillings, Barry Callebaut now offers a complete range of organic-certified premium indulgence products, suitable for all applications, from confectionery to baking**

Nuremberg, February 12, 2020 – Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, will present its widest organic range yet at Biofach – the world's biggest organic trade fair for organic food which takes place in Nuremberg, Germany this week. The move comes hot on the heels of the company's launch of their new dairy-free 'Milk chocolate', [announced earlier this month](#).

Organic indulgence products on the rise

The expanded Barry Callebaut organic range aims to support food manufacturers in catering to an increasingly discerning consumer base. From Generation Z upwards, the next generation of consumers is looking for products that are tasty, good for them and good for the planet. Conscious of everything they eat, the youngest generations of Centennials and Millennials are on the lookout for products from brands that care for their health and wellbeing. These generations are the most likely to buy organic food and drinks, and they are willing to pay a premium for it (Mintel). At the same time, their grandparents – the so-called 'Healthy Agers' – are looking for food that makes life better; food that may be an indulgence, but which is naturally nutritious and tastes great at the same time.

Combined, this consumer base is driving the growth of a food category termed 'Indulgent Organics' – organic products that combine authenticity, sustainability, goodness and taste, all in one package. Since the early Nineties, the organic confectionery market has been on the rise – becoming a 30-million-euro market in Western Europe and expected to continue increasing its share by three percent on a yearly basis. In Germany alone, the market for organic biscuits, cereals, ice cream and confectionery products grew 3.5% in volume between 2015 and 2018, and the ice cream product category is seeing particularly strong growth (forecasted to grow by 4.3% by 2021). This phenomenon is not restricted to Germany: organic confectionery as a whole is projected to see a +5.4% year-on-year growth in value throughout Western Europe over the next five years (Euromonitor).

In short, organic credentials are no longer a 'nice-to-have' – they are an expectation.

Introducing the widest organic offering on the chocolate market

As a strong believer in responsible food practices and clean ingredients, Barry Callebaut has long offered an entire range of organic-certified products. The world's leading chocolate and cocoa manufacturer is now extending its organic indulgence offering with a selection of rich dark and milk chocolate fillings, suitable for use in confectionery, bakery and biscuit applications. The new lineup offers consumers a creamy and smooth experience with a rich chocolate taste, and encompasses both water-based and fat-based fillings, including berries, vanilla, and iconic dark and milk chocolate.

This puts Barry Callebaut at one of the widest organic product offers on the market, encompassing premium cocoa, chocolate, nuts, inclusions and fillings, all to be showcased at Biofach:

- **Bensdorp Organic Cocoa powder range:** Launched in 2019 to meet the increasing demand for flavorful organic ingredients, premium cocoa powder brand [Bensdorp](#) provides [100% traceable cocoa powders](#), with the finest blend of organic cocoa beans bringing an indulgent chocolate taste and color experience to all types of organic

- creations. A broad range of organic single origin cocoa powders from Santo Domingo is also available, for unique flavor experiences that are authentic and traceable to their roots.
- **Organic chocolate:** Going far beyond dark, milk and white chocolate solids, Barry Callebaut offers single origin dark Santo Domingo chocolate containing 70% cocoa solids, as well as organic chips, chunks and baking stick inclusions.
 - **Organic nuts:** Grown in Spain without chemical pesticides, Barry Callebaut's organic nuts range includes organic caramelized nuts, nut pastes, pralinés and nut fillings – all originating from freshly-cracked and skillfully-roasted hazelnuts, almonds and pistachios. Nuts are shelled just before roasting to preserve their authentic flavors.
 - **Organic fillings:** Barry Callebaut is unique in offering an extensive fillings line across applications ranging from dairy to confectionery as well as bake stable products. 2019 saw dark and milk chocolate fillings for bakery applications join the existing line-up, offering consumers a creamy and smooth experience, with a rich chocolate taste. In total, the new range encompasses both water-based and fat-based fillings, including berries, vanilla, and iconic dark and milk chocolate.

Securing the future of chocolate

Supporting food manufacturers in creating the organic chocolate experiences of tomorrow, the organically-certified ingredients combine the exquisite Barry Callebaut taste with the healthy, clean and ethical credentials which consumers have come to expect. With sustainable organic production going hand in hand with ethical sourcing, the Barry Callebaut Organic range goes beyond simply 'doing the right thing': it marks a step towards securing the future of chocolate, by farming and producing ingredients to the highest international standards. In line with Barry Callebaut's '[Forever Chocolate' sustainability commitments](#), all organic cocoa farmers throughout the value chain earn a premium price per yield, and benefit from being able to reuse organic waste, all with less chemical exposure to them, their family and their communities. The extensive catalogue of organic indulgence products also meets both European and American organic certifications, encompassing the European Union's **Euroleaf** logo, Catalan Council of Organic Production's **CCPAE** certification, IFOAM's **Organic Guarantee System** and the USA's National Organic Program.

Barry Callebaut will present the future of organic indulgence at BioFach with organic creations by Swiss chef Joel Perriard made with organic ingredients. The organic trade fair will run from 12 - 15 February 2020 in Nuremberg. The Barry Callebaut stand can be found in Hall 8, Booth 508.

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

With annual sales of about CHF 7.3 billion (EUR 6.5 billion / USD 7.4 billion) in fiscal year 2018/19, 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 60 production facilities worldwide and employs a diverse and dedicated global workforce of more than 12,000 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.

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