

News Release

Tapping into the growing consumer need for healthier indulgence and plant-based products

La Morella Nuts introduces its Mediterranean Nut Craft to the world

- **La Morella Nuts announces global expansion after decades of experience in Mediterranean Nut Craft in Spain**
- **A global Center of Expertise for nuts is opened to offer a virtual and physical experience for customers, academics and associations to co-develop new ingredients and applications**
- **La Morella Nuts introduces an indulgent specialty nut range for plant-based beverages, snacks and frozen treats for brands and artisans in a rapidly growing market**

Reus/Spain, November 19, 2020 – Specialty nut expert La Morella Nuts, who creates nut based ingredients full of taste and goodness for artisans and brands, announced global expansion after decades of experience in Mediterranean Nut Craft in Spain. With the expansion, the Mediterranean Nut Craft expert taps into the growing need for healthier indulgence and plant-based products around the world.

Personal and environmental health

Similar to the Mediterranean lifestyle, millennials and centennials from around the globe are looking for tasty, nutrient-dense food & drink such as plant-based, vegan and high-in-protein options. Since the pandemic the need for personal and environmental health is also increasing among older generations. The taste, texture and health benefits that nuts offer, further increases the popularity of the category.

Almond is the most popular milk alternative and the plant-based drink category leader, representing more than \$1 billion per year in sales in the US alone¹. Hazelnut and cashew are also increasingly popular. Between 2015 and 2019 the amount of nut-based vegan drinks, desserts and frozen desserts launches has tripled². The global non-dairy market is expected to increase year on year in drinks (6.3%), yogurts (16.7%) and ice cream (21.6%) until 2024.³

Pablo Perversi, Chief Innovation, Sustainability & Quality Officer and Global Head of Gourmet at Barry Callebaut, said: "With our brand La Morella Nuts, we offer artisans and brands nut-based experiences that are tasty, nutritious and good for the planet. Exactly what the next generation of consumers around the globe is looking for. That's why today we further expand our services from the Mediterranean nut groves to the globe."

Mediterranean Nut Craft solutions for the world

La Morella Nuts will further expand in Europe and Asia Pacific as of today. North America's expansion starts in 2021. With the new plans and the opening of its Global Center of Expertise for nuts, La Morella aims to provide solutions to brands and artisans across the world.

Fuel global innovation with opening global Center of Expertise

To provide solutions to brands and artisans the state-of-the-art center in Reus, Spain, combines expertise in taste and texture, sourcing and sustainability, as well as application knowledge. The brand also welcomes academics and nuts associations to the Center to further develop and broaden the knowledge about nuts.

It offers an immersive virtual and physical journey from the Mediterranean nut orchards to the consumer application. With the use of the Nut Sensory Language customers learn how to differentiate taste, texture and flavour in nut experiences.

¹ The Good Food institute (2020) - Almond is the most popular milk alternative and the plant-based drink category leader

² Innova (2020) Amount of non-dairy products tripled 2015-2019

³ Euromonitor (2020) estimated growth rate 2020-2024 y-o-y

Wide palette of tastes with new specialty nut range

With decades of experience in Mediterranean Nut Craft, La Morella Nuts is known as a supplier of high quality nut products from caramelized pieces to roasted ground nut pastes. Leveraging its expertise, La Morella Nuts introduces an indulgent specialty nut range for plant-based beverages, snacks and frozen treats for brands and artisans. The range consists of a selection of fillings and nut pastes, also known as nut butters. It is made from almonds, pistachios, and hazelnuts, among other nuts. A wide palette of tastes is crafted thanks to several levels of roasting. The range is available dairy-free, single origin and organic upon request. The ingredients are available as of today throughout Europe and Asia Pacific. The nut brand plans to introduce a range in North America in the second half of 2021.

As part of Barry Callebaut's commitment to sustainability, La Morella Nuts aims to secure the future of nuts by addressing the key topics in the industry such as water scarcity and loss of biodiversity. La Morella Nuts aims to have all of its nuts sustainably sourced by 2025.

Based in Reus, part of the main nut-growing region of Spain, La Morella Nuts was founded in 1986. It was acquired by Barry Callebaut in 2012 as part of the Group's strategy to offer value-adding products complementing its chocolate offering.

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

With annual sales of about CHF 6.9 billion (EUR 6.4 billion / USD 7.1 billion) in fiscal year 2019/20, 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 global brands catering to the specific needs of these Gourmet customers are [Callebaut®](#) and [Cacao Barry®](#), [Carma®](#) and the decorations specialist [Mona Lisa®](#).

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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