

Today's consumer is on a constant quest for new taste sensations and is choosing ever more authentic or "origin" products. A standard chocolate is made from a blend of cocoa coming from different origins. The taste profile of superior-tasting chocolate is defined by the origin of the cocoa beans. Soil, climate and habitat leave their signature on the flavor of cocoa. Origin chocolates offer a unique sensory experience with expressive flavours and fruity, herbal, spicy or floral notes, reflecting the unique conditions in which the cocoa is grown.

Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate has extended its range of origin chocolates, capturing the unique flavor of cocoa beans grown in specific countries or regions. Barry Callebaut's presence in origin countries enables it to offer the largest selection of origin chocolates on the market with more than 40 origin chocolates.

Barry Callebaut as innovator

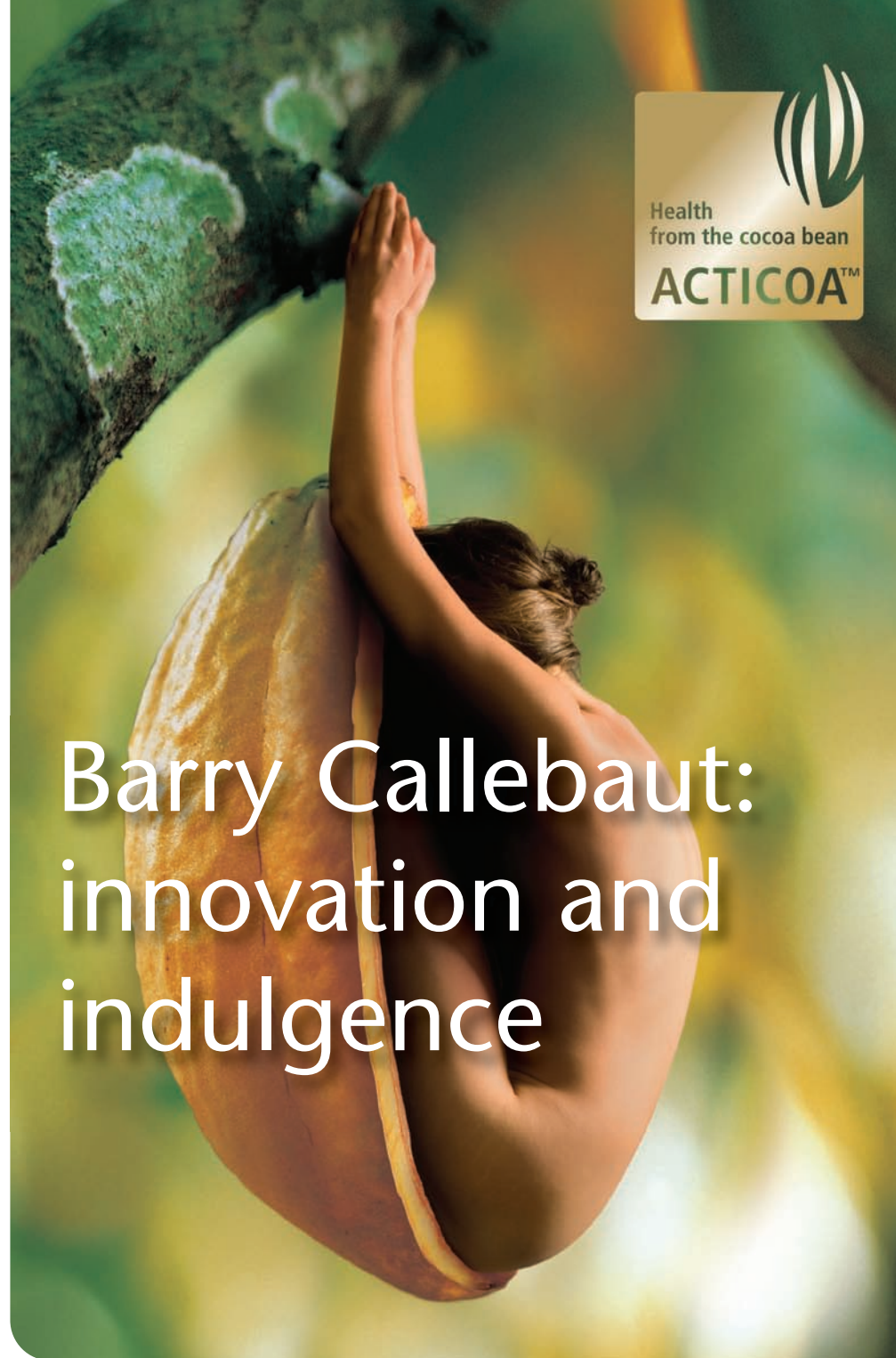
To help meet the growing demand for healthy and functional foods, Barry Callebaut is continually researching and developing chocolate products that preserve what's naturally good in the cocoa bean and that offer an improved nutritional profile.

Barry Callebaut has developed a special ACTICOA™ process to preserve a maximum of health-giving components in the cocoa bean. ACTICOA™ products contain large amounts of antioxidants, more specifically cocoa flavanols naturally present in cocoa beans. ACTICOA™ cocoa and chocolate help to restore the balance between antioxidants and free radicals in our body. It has been scientifically and clinically proven that these cocoa flavanols have a positive effect on body and mind.

ACTICOA™ chocolate does not only preserve the natural resistance, but also helps to keep one fit and young. Due to an increased blood flow and a better hydration, the skin will remain soft, smooth and supple. It helps to keep your powers of concentration and memory in top condition and contributes to maintaining good blood circulation and a healthy blood pressure. While the cocoa bean is one of the richest known sources of antioxidants, the particular sub-type of polyphenols found in abundance in the cocoa bean – the procyanidin flavanols – are also regarded as the most powerful.

Health & wellness, experience & indulgence and convenience

Barry Callebaut's innovation strategy is founded on three main pillars: health & wellness, experience & indulgence and convenience. Barry Callebaut's Acticoa™ chocolate and cocoa powder is just one example of its innovations.



Barry Callebaut: innovation and indulgence

Recent innovations include functional food innovations such as probiotic chocolate, tooth-friendly chocolate and White Chocolate & Fruit.

Barry Callebaut is also able to offer its customers a variety of rebalanced chocolate applications that address the growing demand for healthier, more nutritionally-conscious food products. The spectrum of these nutritionally improved profiles includes: **fibre-enriched & sugar-reduced, sugar free and fat-reduced chocolate**

Since January 2008, Barry Callebaut has launched more than 80 projects with customers to co-develop chocolate applications with an improved nutritional profile without lessening indulgence.

Barry Callebaut is always looking for ways to enhance that celebrated chocolate experience even further.

As the innovative chocolate expert, Barry Callebaut was first to respond to customer demands for a new generation of chocolate that meets the need for better health choices.

It is both an opportunity and a responsibility to help chocolate manufacturers develop nutritionally rebalanced, innovative chocolate applications without sacrificing the quality of indulgence.

FOR MORE INFORMATION:
www.barry-callebaut.com
www.acticoa.com