

# NEWSBITES

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## ACTICOA™ chocolate and cocoa powder: Minimum intake for maximum health benefits of antioxidants



Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, successfully launched ACTICOA™, a special production process that preserves the high amount of antioxidants, naturally present in the cocoa bean. Besides chocolate with a minimum guarantee of flavanol-content, Barry Callebaut now also offers cocoa powder with a high percentage of antioxidants. ACTICOA™ cocoa powder brings the health benefits of cocoa flavanols to full-flavored chocolate drinks: only two grams a day contain the amount of flavanols needed to have an antioxidant effect.

Scientific research indicates that cocoa flavanols are one of the most powerful

antioxidants yet discovered. Though found in abundance in the raw cocoa bean, these flavanols are often mostly destroyed during the conventional chocolate-making process. ACTICOA™ is therefore Barry Callebaut's answer to this until now untapped reserve. The outcome of years of thorough research, ACTICOA™ succeeds in preserving around 80% of the natural flavanol content of raw cocoa.

### The power of flavanols

Flavanols are powerful antioxidants thought to have a range of positive effects on human functions by helping to protect the body against the damaging effects of free radicals. Free radicals can initiate chemical reactions that cause damage to cells and are believed to play a role in maintaining a healthy body.

It is proven that flavanols have a beneficial effect on cognition and anti-aging. They help to maintain the ability to concentrate and to memorise, especially when getting older. Cardiovascular health is also beneficially influenced: flavanols contribute to the maintenance and promotion of a normal blood pressure; they help to maintain a healthy blood circulation and a healthy level of cholesterol.

### Strong rise in the consumption of functional chocolate

Chocolate with natural added health benefits has clearly gained in popularity over the last year. Whereas a consumer survey in December 2006 still showed relatively low consumption rates, the results of the 2008 consumer survey were very encouraging. In the US, 35% of consumers have tried functional chocolate (in comparison to 13% in 2006), in Switzerland 23% (1%), in the UK 20% (1%), in Belgium 17% (3%), in Germany 12% (1%) and in France 7% (2%). On an international scale, the functional chocolate segment grew by 15% in value on average per year over the last four years, reaching 577 million USD in total sales in 2006, according to Euromonitor International.

[www.acticoa.com](http://www.acticoa.com)

## NMR Fruit Juice Screening for Quality Control in Food Industry

Bruker BioSpin introduces an automated and highly sophisticated fruit juice screening method using NMR for quality control in the food industry. The method can routinely screen apple or orange juice for origin authenticity, species purity or false labelling. In addition, it can quantify several relevant metabolites for quality assessment. The routine evaluates NMR data of fruit juices against spectroscopic databases that include authentic juice spectra from production sites all over the world. This quality control screening system is based on the Avance III NMR Spectrometer with high throughput sample automation.

The fruit juice industry relies on their products being natural and healthy. Since raw materials are purchased in a worldwide market, there are risks of adulterations of these materials. Therefore, the need for sophisticated analytical control of authenticity and legal conformity has increased over the last years. Numerous studies have proven NMR technology to be a highly sensitive and robust screening technique to check food products under multiple relevant aspects simultaneously.

This is an ideal quality screening and control system for the fruit juice industry states Dr. Peter Rinke, Technical Manager of International Raw Materials Association, the independent central body of the global Voluntary Control System (VCS) for semi-finished goods in the fruit juice industry. "These NMR solutions called SGF profiling usually are combined with high throughput automation devices to minimise time and costs per sample."

[www.bruker-biospin.com](http://www.bruker-biospin.com)