



News Release

Probiotic chocolate for better living

Barry Callebaut introduces ProBenefit™ – a new probiotic chocolate for North American food manufacturers

- **Innovative product was designed to help consumers maintain a healthy intestinal balance.**
- **Available in dark and milk chocolate, ProBenefit features the same great taste, texture and mouth feel as chocolate without probiotics.**

Chicago, May 18, 2009 – **Barry Callebaut, the world’s leading manufacturer of high-quality cocoa and chocolate products**, today launched ProBenefit – a new probiotic industrial chocolate that helps consumers maintain a healthy intestinal balance – for the North American market.

Manufactured using a special production process developed exclusively by Barry Callebaut, ProBenefit chocolate is enhanced with probiotic bacterial cultures that help to restore the balance of intestinal flora. The product, which is Kosher-certified and available in dark and milk chocolate, offers the same great taste, texture and mouth feel as non-probiotic chocolate as well as a long shelf life with no refrigeration required, making it ideal for a wide range of applications in food manufacturing.

“Barry Callebaut developed ProBenefit specifically to help its food manufacturing customers meet the growing consumer demand for healthy and functional foods,” said Rich Benson, Director of Research and Development for Barry Callebaut North America. “We know that most Americans are concerned about their well-being and are taking steps to eat more healthfully. Food products that feature ProBenefit allow them to do that, while also enjoying the indulgence of fine chocolate.”

Promoting Healthy Bacteria Balance

Certain micro-organisms living in the human intestinal tract are essential for good health and, in healthy individuals, there is an optimal balance of “good” bacteria. A wide range of circumstances, including stress, high sugar consumption, use of antibiotics and anti-inflammatory drugs, excessive alcohol and cola intake, drinking chlorinated water, and exposure to certain toxins and diseases, can upset this important balance, leaving individuals more susceptible to immune and intestinal problems.

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Advantages of Enhancing Chocolate with Probiotic Bacteria

- Probiotics help maintain a **healthy intestinal balance**.
- Probiotics have no influence on **taste, texture or mouth feel** – the end product will have the same great taste as chocolate without probiotics.
- Probiotics in chocolate provide the most **convenient way to maintain a healthy digestive system**.
- Probiotic chocolate offers a **long shelf life** – up to one year.
- Chocolates with probiotics do **not have to be refrigerated**.
- **13.5 grams of probiotic chocolate per day is sufficient to ensure optimal activity**, which equates to fewer calories than most regular probiotic drinks and yogurts.
- Probiotic chocolate can be used in a **wide range of applications** and can be delivered to customers in a **liquid or solid format**.
- ProBenefit is manufactured with **Kosher-certified** materials and processes.



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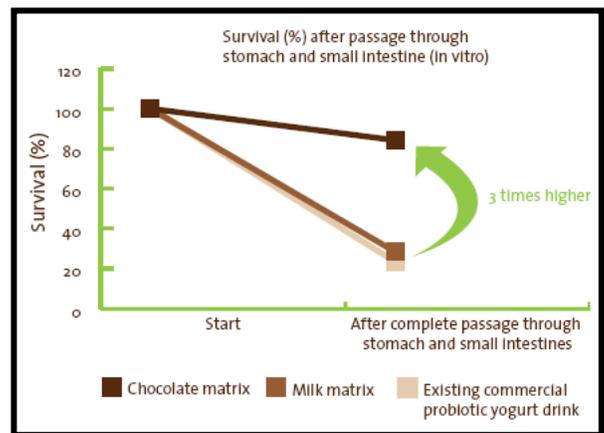
Probiotic bacterial cultures in food, such as chocolate, assist the body in re-establishing the proper balance necessary for optimal intestinal function and good health. Probiotic bacteria in the intestinal tract also generate intense metabolic activity and are necessary for overall human health because they promote normal gastrointestinal function and protect against infection.

Ensuring the Survival of Probiotic Bacteria in Chocolate

In order to ensure the survival and activity of orally ingested probiotics within the harsh environment of the human digestive tract – not to mention the temperatures and pressures associated with the chocolate manufacturing process – Barry Callebaut developed a special production system that ensures a homogenous blend of probiotics in chocolate within a restricted temperature range.

The company also conducted studies to evaluate the survival of probiotics in chocolate.

“While probiotics have been used in dairy foods like yogurt for some time, our studies have found that chocolate is a superior carrier for the intestinal delivery of probiotic bacteria,” said Rich Benson, Director of Research and Development for Barry Callebaut North America. “In fact, the survival rate of probiotics in chocolate was found to be three times higher than that of the milk matrix and probiotic yogurt drink we tested. There were virtually no negative effects from stomach acids.”



In addition, because of the higher survival rates of chocolate-embedded probiotics, 13.5 grams of probiotic chocolate or roughly a few bites of chocolate per day is sufficient to ensure optimal activity on the intestinal flora.

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

With annual sales of more than CHF 4.8 billion (approximately USD 4.4 billion) for fiscal year 2007/08, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 26 countries, operates about 40 production facilities and employs around 7,000 people. The company serves the entire food industry, from food manufacturers to professional users of chocolate (such as chocolatiers, pastry chefs or bakers) to global retailers. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.

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