



News Release

Extending the chocolate selling season

Barry Callebaut introduces new chocolate products with real fruit powders for North American market

- **Available in white chocolate, yogurt compound and white compound, the new products contain no artificial colors or flavors.**
- **Innovative products help confectioners and food manufacturers extend the chocolate selling season and meet growing consumer demand for functional foods.**

Chicago, April 21, 2009 – To meet the growing demand for new and exciting taste experiences and healthier, functional foods, **Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products**, today introduced a new line of products with real fruit powders for the North American market.

The new products, which bring together the creamy taste of white chocolate with the fresh sensation of fruit, are made with real fruit powder from natural fruit juice concentrate, contain no artificial colors or flavors, and are available in the following varieties:

- **White Chocolate & Fruit.** Crafted with premium white chocolate with 100 percent real cocoa butter and real fruit powder, White Chocolate & Fruit products are available in a wide range of fruit varieties, including strawberry, raspberry, lime, orange, passion fruit, blueberry and cranberry.
- **Yogurt Compound & Fruit.** New Yogurt Compound & Fruit products feature real fruit powder in a natural vanilla compound and are available in a range of fruit varieties, including strawberry, blueberry and raspberry. In addition, these products do not require tempering and are therefore ideal for companies that do not have tempering capabilities or temperature controlled distribution channels.
- **White Compound & Fruit.** White Compound & Fruit products are available with real fruit powder in strawberry and orange fruit varieties and also do not require tempering.

“Barry Callebaut developed these products to help food manufacturers and confectioners extend the chocolate selling season and to meet the growing demand of their customers who are looking for interesting flavor profiles,” said Rich Benson, Director of Research and Development for Barry Callebaut North America. “While these products can be utilized year-round, the added freshness of real fruit presents exciting new possibilities for the spring and summer selling seasons.”

Barry Callebaut's latest fruit blended products are an ideal solution for adding extra flavor to ice cream, confectionery products and desserts, and can be used in a number of ways, including for enrobing, bottoming, drizzling, panning, moulded products and fillings. Food manufacturers and other companies interested in these new products may contact Barry Callebaut North America at 866-443-0460.

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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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