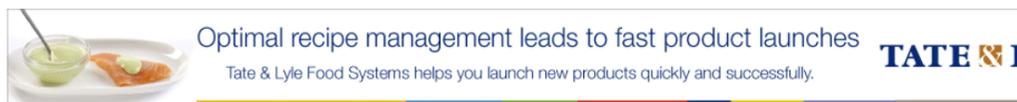




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## Barry Callebaut Creates New Milk Chocolate Alternatives for Dairy Allergy Sufferers

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## Barry Callebaut Creates New Milk Chocolate Alternatives for Dairy Allergy Sufferers

Date:07 Sep 2010

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Summary:With Celtic Chocolates, one of Ireland's leading chocolatiers and long-term provider of gourmet chocolate for people with allergies and food intolerances, Barry Callebaut found an ideal partner to further develop and bring the 100% dairy free alternative to milk chocolate into the market.

Sep 7 2010 --- Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, says it brought the world's first 100% dairy free alternative to milk chocolate to the market to add to the increasingly popular "Freefrom" food category. Due to the increased awareness of allergies and food intolerances on the one hand and continuous improvements in taste and quality of "Free-from" products on the other, the market grew strongly over the recent years. In 2010, the world market will grow 8.1%, according to Euromonitor. And the growth is expected to continue: from +9.4% (2011) up to +21.5% (2014).

The newly formulated guaranteed 100% dairy free alternative developed by Barry Callebaut offers the same color and smooth taste of milk chocolate, yet without any milk ingredients. This is extremely important for adults and children suffering from milk allergy. In addition, this innovation is a valuable alternative for those being lactose intolerant as well as for the increasing number of people excluding dairy or dairy ingredients like lactose from their diet out of personal belief or because of following specific lifestyle choices such as vegans or vegetarians.

With Celtic Chocolates, one of Ireland's leading chocolatiers and long-term provider of gourmet chocolate for people with allergies and food intolerances, Barry Callebaut found an ideal partner to further develop and bring the 100% dairy free alternative to milk chocolate into the market. Celtic Chocolate is launching this major innovation in cocoa-based confectionery in the UK market with its new 'Choices' range. Joe Callery, Managing Director of Celtic Chocolates, speaking about the motivation to use one of Barry Callebaut's innovations says: "Our goal was to offer a delicious tasting alternative to milk chocolate - both to allergic and food intolerant people as well as to the fast growing clientele looking for healthier foodstuffs.

Barry Callebaut's guaranteed 100% dairy free alternative to milk chocolate is made on a dedicated dark chocolate line (with Kosher Pareve status). Barry Callebaut found a way to introduce a special blend of rice powder, inulin and special natural flavorings to cocoa liquor and sugar to create a new cocoa confectionery that looks and tastes similar to milk chocolate. "With our innovative dairy free alternative to milk chocolate, we have created a product that is extremely difficult to distinguish from classic milk chocolate, it tastes and looks the same. And there are other convincing arguments to try out this innovation: Unlike other vegetable substitutes for milk powder, rice has a neutral taste, is cholesterol-free, easily digestible and has a pure, natural image. That makes this alternative to milk chocolate attractive to many more than just allergic or food intolerant people." says Hans Vriens, Chief Innovation Officer of Barry Callebaut.

In general, the "Free-from" product category includes gluten-free, dairy free, lactosefree and sugar free. Typically, this category "focuses" on people suffering from allergies or food intolerance. The latter term describes an adverse food-induced reaction that does not involve the immune system. Lactose intolerance is one example. In contrast, the immune system of people suffering from food allergy reacts to a certain food causing hives, asthma, or other - in some cases life-threatening reactions. The only way to prevent an allergic reaction is to avoid the triggering food. The market for "Free-from" products also grew strongly over the last years because a lot of people exclude certain foodstuffs or ingredients from their diet due to self-diagnosis or lifestyle believes - because abstaining makes them feel better.

Barry Callebaut works constantly on making chocolate accessible to everyone, which is one of the keystones of the company. This is why the innovations department is also active in the development of lactose free chocolate (excluding lactose yet keeping the goodness from milk) which could be highly relevant for Scandinavian and Asian markets.

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