

News Release

Barry Callebaut introduces Callebaut NXT and SICAO Zero in Mexico Conscious indulgence for chocolate lovers

- Barry Callebaut leads innovation with its new product offerings.
- The company targets Millennials and Centennials through dairy-free, low-sugar, and environmentally-friendly chocolates.
- Both chocolates will be available in Mexico starting this month.

Mexico City, May 25, 2023 - Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, continues its constant pursuit of innovation and new possibilities for its customers. This time, it is pleased to launch two must-try products in the Mexican market: Callebaut NXT and SICAO Zero, which provide consumers with choices that are good for them without sacrificing indulgence.

According to the latest trend report from Barry Callebaut, 45% of consumers in Latin America claim to consume chocolate and confectionery products every week⁽¹⁾. The study reveals that the most important attribute for both chocolate and confectionery in the Latin American region is "low" or "no sugar"⁽²⁾.

Consumer attitudes towards life constantly evolve, and their mood determines the type of dessert they choose. It is expected that consumers will increasingly embrace the trend of "Mindful Indulgence"⁽³⁾.

This trend is characterized by enjoying sweet products without compromising physical and mental well-being, the health of others, or the planet. It resonates most among the millennial and centennial generations.

"Barry Callebaut is committed to creating products that are not only tasty but also good for the consumer and the planet", says Jesús Carlos Valencia, Managing Director North Latam at Barry Callebaut. "With Callebaut NXT and SICAO Zero, we are responding to the growing demand for this trend by offering healthier chocolate alternatives without compromising the beloved taste consumers crave."

Barry Callebaut's report reveals that 5 out of 10 consumers in Latin America have increased their consumption of vegan chocolate in the past 12 months⁽⁴⁾. Furthermore, 67% of Latin American consumers agree they seek sustainably-produced chocolates.

This data demonstrates that consumers actively seek indulgent options that align with their preferences and values.

To address this growing demand, Barry Callebaut has identified four key trends in developing good-for-all chocolate alternatives: plant-based, vegan; organic, sugar-free, and lactose-free⁽⁵⁾. These preferences align with the increasing attention consumers pay to the ingredients in the food they consume and their origin and sustainable production.

"Callebaut NXT is a milestone in the chocolate industry", says René Chávez, Gourmet Director North Latam at Barry Callebaut. "We have developed a delicious and creamy milk-flavored chocolate that contains no dairy products. It is made with 100% plant-based ingredients, without additives or artificial colors, making it a perfect choice for those who want to enjoy chocolate."

Callebaut NXT has been created for the new generation of conscious chocolate lovers who want to feel good and enjoy to the fullest. It is also an ideal option for chefs looking to offer authentic delights with better ingredients for the planet and overall well-being.

In addition to its commitment to well-being, Callebaut NXT is also environmentally friendly. As it does not contain animal-based ingredients, its production generates fewer CO2 emissions, requires less water and energy, and uses less farming land. Its packaging material is also eco-friendly, aluminum-free, and fully recyclable.

On the other hand, Barry Callebaut also introduces SICA0 Zero, a sugar-free chocolate that demonstrates how well-being and indulgence can coexist.

SICA0 Zero offers excellent quality, ease of handling, and exceptional cost-effectiveness in a sugar-free formulation, ideal for those who want to enjoy chocolate without guilt.

With SICA0 Zero, pastry lovers can offer delicious and healthy desserts to their customers, providing versatility in their product lineup. It will also help small businesses boost profitability by providing dessert options that maintain the same beloved taste and quality without compromising well-being.

Callebaut® and SICA0® work with the Cocoa Horizons Foundation, a comprehensive nonprofit program that uses its expertise and tools to impact cocoa farming communities and the environment positively.

The program focuses on three main areas: productivity, to enable cocoa producers to thrive; community, to eradicate child labor and empower women's work; and the environment, to eliminate deforestation and achieve a carbon-positive condition.

Barry Callebaut continues to lead the chocolate industry by offering innovative solutions that adapt to the changing needs of consumers. With Callebaut NXT and SICA0 Zero, conscious indulgence becomes more accessible and delicious than ever.



For more information about the products and our distributors, visit www.barry-callebaut.com/en-MX. You can also follow the brands on their social media: **Callebaut®** on Facebook / **SICAO®** on Facebook and Instagram.

⁽¹⁾ Source: FMCG Gurus Chocolate Survey and Confectionery Survey 2022 North Latam.

⁽²⁾ Source: Innova Category Survey 2021 (LATAM average of Colombia, Mexico, and Peru Innova Market Sizing).

⁽³⁾ Source: Euromonitor, 2022.

⁽⁴⁾ Source: BC Proprietary Qualtrics Study on Benefit Territories 2022; FMCG Gurus: Chocolate - July 2022 – Brazil.

⁽⁵⁾ Sources: Innova, Quantitative Study by Qualtrics, BC-owned - June 2019 - LATAM. The Future of Chocolate in 2021 (Gurus).

About Barry Callebaut Group:

With annual sales of about CHF 8.1 billion in fiscal year 2021/22, the Zurich- based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 65 production facilities worldwide and employs a diverse and dedicated global workforce of more than 13,000 people.

*The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The global brands catering to the specific needs of these Gourmet customers are **Callebaut®** and **Cacao Barry®**, **Carma®** and the decorations specialist **Mona Lisa®**.*

*The Barry Callebaut Group is committed to make sustainable chocolate the norm to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the **Cocoa Horizons Foundation** in its goal to shape a sustainable cocoa and chocolate future.*

About Callebaut®

Callebaut® is the Authentic Belgian Chocolate of high quality, made with sustainable cocoa. The group's iconic brand, known for its excellent workability to achieve perfect results in any application. Over the past 100 years, our chocolate has been recognized by artisans and chefs around the world and has had protected designation of origin since 1911. Callebaut® supports cocoa farming communities through the Cocoa Horizons Foundation and is a global brand of the Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa.

About SICAO®

SICAO® is a brand of high-quality chocolate and chocolate substitutes, made in Mexico with the perfect touch for the Latin American palate. Its goal is to provide practicality and convenience to the recipes of the chocolate, bakery, pastry, and ice cream sectors. It has a wide range of products that will be the greatest allies of chocolate masters and is ideal for small businesses thanks to its high quality and convenient prices.

About Cocoa Horizons Foundation

Cocoa Horizons is a comprehensive nonprofit program that focuses on the prosperity of cocoa farmers and helps build self-sustaining agricultural communities that protect nature and children. The Cocoa Horizons Foundation is an independent organization supervised by the Swiss Federal Foundation Supervisory Authority. Barry Callebaut has been working together with the Foundation since 2015.

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