

# News Release

## Supplements as a new market for cocoa flavanols

### European Commission extends Barry Callebaut's health claim on ACTICOA® products to extracts

- **Extension follows the 2013 European Commission's approval of Barry Callebaut's existing health claim on ACTICOA® cocoa powder and dark chocolate**
- **Cocoa flavanols contribute to normal blood circulation in human body by helping to maintain the elasticity of blood vessels**
- **New market potential outside the chocolate market for cocoa flavanols**

*Zurich, Switzerland / Wieze, Belgium, April 1, 2015* – The Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, announced today that the European Commission approved the extension of the company's existing health claim on cocoa flavanols to cocoa extracts ([Regulation \(EU\) 2015/539](#)). Following the positive [Scientific Opinion issued by the European Food Safety Authority \(EFSA\) in May 2014](#) on the health claim for cocoa flavanols in extracts, the European Commission also granted Barry Callebaut the right to use the health claim that “cocoa flavanols help maintain the elasticity of blood vessels, which contributes to normal blood flow” for applications in capsules and tablets containing high-flavanol cocoa extract for a period of five years.

Approved in 2013, Barry Callebaut's health claim was the first in the cocoa and chocolate industry. The company was able to provide evidence that a daily intake of 200 mg of cocoa flavanols (provided by 2.5 g Barry Callebaut ACTICOA® cocoa powder or 10 g ACTICOA® dark chocolate) contributes to normal blood circulation by helping to maintain the elasticity of the blood vessels. The Barry Callebaut Group was allowed to use this claim for cocoa beverages (with cocoa powder) or for dark chocolate.

Today the European Commission approved the extension of Barry Callebaut's existing health claim to cocoa extract products. Barry Callebaut will source cocoa beans which are high in flavanols to third-party manufacturers of supplements. These parties will then be allowed to apply the health claim for their products and promote it on the packaging of the end consumer products. Like this, it will become easy for consumers to take the required daily amount of cocoa flavanols through one simple pill.

Peter Boone, Chief Innovation Officer at the Barry Callebaut Group, said: “People all over the world are becoming increasingly aware of the potential of supplements to improve their health and well-being. This is a market with great potential for companies in the pharmaceutical, nutraceutical and supplement industries where now cocoa flavanol-based supplements also can be launched.”

Herwig Bernaert, Head of Discovery Programs and Global Projects at the Barry Callebaut Group, added: “The extension of the health claim is another milestone in our research efforts on cocoa flavanols we have been carrying out since 2005 including more than 20 human clinical studies. The added benefit for consumers will be that the supplements derive their effect from a fully natural, trusted, and one could say even beloved source, the cocoa bean.”

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Note to the Editor: Barry Callebaut spokespeople are available for interviews. To schedule, contact Steven Van de Broek at +32 474 48 37 27 or at [barry-callebaut@finn.be](mailto:barry-callebaut@finn.be).

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**Barry Callebaut** ([www.barry-callebaut.com](http://www.barry-callebaut.com)):

*With annual sales of about CHF 5.9 billion (EUR 4.8 billion / USD 6.5 billion) in fiscal year 2013/14, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from the origination and processing of cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of over 9,300 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 two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.*

*The Barry Callebaut Group is committed to sustainable cocoa production through its “Cocoa Horizons” initiative to help ensure future supplies of cocoa as well as improve farmer livelihoods.*

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**Contact for the media:**

Raphael Wermuth  
Head of Media Relations  
Barry Callebaut AG  
Phone: +41 43 204 04 58  
[raphael\\_wermuth@barry-callebaut.com](mailto:raphael_wermuth@barry-callebaut.com)

**Contact for investors:**

Evelyn Nassar  
Head of Investor Relations  
Barry Callebaut AG  
Phone: +41 43 204 04 23  
[evelyn\\_nassar@barry-callebaut.com](mailto:evelyn_nassar@barry-callebaut.com)

Steven Van de Broek  
PR Consultant  
FINN Public Relations  
Phone: +32 28 93 98 81  
[steven.vandebroek@finn.be](mailto:steven.vandebroek@finn.be)