

News Release

The U.S. Food and Drug Administration (FDA) Grants Temporary Marketing Permit for Ruby chocolate

FDA advances Ruby as the fourth type of chocolate after Dark, Milk and White

- **FDA allows Ruby to be marketed as chocolate under a Temporary Marketing Permit.**
- **Ruby chocolate has a unique fresh berry-fruity taste and a pink hued color. Ruby chocolate is made from the Ruby cocoa bean. No berry flavors or colors are added.**
- **After passing this important regulatory milestone, Barry Callebaut will continue to work closely with the U.S. Food and Drug Administration (FDA) toward recognizing Ruby chocolate with its own standard of identity.**

Chicago, IL, USA, November 25, 2019 – Barry Callebaut, the world’s leading manufacturer of high-quality chocolate and cocoa products, has been granted a Temporary Marketing Permit (TMP) by the Food and Drug Administration (FDA) in the United States, clearing the way to market Ruby as chocolate in the United States. Ruby’s unique taste, color and composition, made from the Ruby cocoa bean, required a TMP from the FDA for it to be marketed as the fourth type of chocolate.

Peter Boone, CEO & President, Barry Callebaut Americas, said: “Barry Callebaut has established itself as a pioneer and innovator in chocolate and cocoa, globally. With the approval of this TMP, we will move forward with our customers in introducing Ruby as chocolate to the U.S. market.”

The TMP is an important step towards establishing Ruby chocolate as the fourth type standard of identity for chocolate after Dark, Milk and White chocolate. Ruby chocolate is made from the Ruby cocoa bean; through a unique processing method, Barry Callebaut unlocks the flavor and color tone naturally present in the Ruby bean. No berries, berry flavor nor colors are added. The TMP allows Barry Callebaut to formally measure consumer acceptance, in support of a future petition for such a new standard of identity.

Ruby chocolate has already been welcomed as an innovative breakthrough across the globe, and has been introduced by more than 60 brands across all continents. In the U.S., Ruby has already been successfully introduced in recent months as Ruby cacao bars, Ruby truffles and more. And soon the Ruby portfolio will be extended to include decorations, IceCream coatings and more.

For more information about Ruby chocolate in the U.S., visit www.barry-callebaut.com/Ruby-is-here and Rubychocolate.com.

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

With annual sales of about CHF 7.3 billion (EUR 6.5 billion / USD 7.4 billion) in fiscal year 2018/19, 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 60 production facilities worldwide and employs a diverse and dedicated global workforce of more than 12,000 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 two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

The Barry Callebaut Group is committed to make sustainable chocolate the norm by 2025 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.

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