

News Release

New Clean Label Cocoa Powders

Bensdorp Clean Debuting at SupplySide West 2017

- Bensdorp Clean offers a solution to meet growing consumer desire for familiar ingredients
- Barry Callebaut will introduce Bensdorp Clean at SupplySide West, September 25-28

CHICAGO – (September 19, 2017) – The **Barry Callebaut Group** – the world’s leading manufacturer of high quality chocolate and cocoa products – today announces expansion of its Bensdorp range to include Bensdorp Clean Brown and Bensdorp Clean Red. These 2 new cocoa powders are the latest innovations from Bensdorp, a brand with 175 years of cocoa expertise offering a wide range of flavors and colors in its fine cocoa powders. Barry Callebaut will introduce Bensdorp Clean at booth UU121 during [SupplySide West](#) taking place September 25 to 28 in Las Vegas, NV.



Bensdorp Clean cocoa powders are alkalized with baking soda. Using baking soda as the alkalizing agent allows declaration of Bensdorp Clean powders as “cocoa processed with baking soda” instead of “cocoa processed with alkali” on an ingredient label. Extensive consumer research by Barry Callebaut shows that when comparing ingredients lists, the use of the Bensdorp Clean cocoa powders increases product likability, purchase intent and premium perception.

"We are proud to offer a sophisticated solution to meet increasing demand for recognizable ingredients on-pack. Bensdorp Clean provides truly rich colors and flavors while being processed with baking soda, a consumer-friendly ingredient. The new powders provide all of the traditional benefits of alkalized Bensdorp powders but with a cleaner label," said Leanne de Muijnck, Global Director of Cocoa R&D.

Bensdorp Clean demonstrates Barry Callebaut's commitment to designing innovative products that enable its customers to deliver on consumer trends. The new powders are truly unique, both from a processing and labeling perspective. Bensdorp Clean Brown is characterized by subtle roasted and bitter notes for a mild cocoa flavor. Bensdorp Clean Red provides an intense cocoa flavor with robust roasted notes. Bensdorp Clean cocoa powders are ideal for bakery, ice cream, and beverage applications.

For more information about Bensdorp Clean and other cocoa product offerings, please visit www.bensdorp.com. For more information about Barry Callebaut Group please visit www.barry-callebaut.com.

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

With annual sales of about CHF 6.7 billion (EUR 6.1 billion / USD 6.8 billion) in fiscal year 2015/16, 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 50 production facilities worldwide and employs a diverse and dedicated global workforce of close to 10,000 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 sustainable cocoa production 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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