

# News Release

All the benefits of cocoa flavanols in a food supplement

## Barry Callebaut signs licensing agreement with Naturex to market approved unique EFSA<sup>1</sup> health claim on cocoa extracts

- Naturex to bring Barry Callebaut's [health claim on cocoa extracts](#) to the food supplement market
- Barry Callebaut to source high-flavanol cocoa beans to be used by Naturex to manufacture and commercialize the cocoa extract

Zurich, Switzerland / Wieze, Belgium / Avignon, France – November 19, 2015 – The Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, signed a licensing agreement with the Naturex Group, the global leader in specialty plant-based natural ingredients.

In April 2015, the European Commission approved the extension of Barry Callebaut's existing health claim on cocoa flavanols from cocoa powders to cocoa flavanols from cocoa extracts ([Regulation \(EU\) 2015/539](#)). The Group obtained the right to use the health claim that "cocoa flavanols help maintain the elasticity of blood vessels, which contributes to normal blood flow", for food supplements applications fitting into delivery forms such as capsules and tablets containing high-flavanol cocoa extracts.

For a period of five years until April 2020, Barry Callebaut is licensing its approved [13.5 EFSA health claim on cocoa flavanols for cocoa extract](#) products to Naturex. As licensee, Naturex is permitted to apply this proprietary health claim to its food supplement solutions and its B2B clients will be also allowed to duplicate it on their marketed end products.

Nowadays, consumer interest in food supplements that contribute to health and well-being is growing<sup>2</sup> (CAGR 3.8% 2015-2020, Dietary supplement category - Euromonitor) and tends more and more towards naturally based products. Additionally, heart health and obesity represent major consumer concerns. This partnership will make it possible to offer flavanol extracts in a convenient delivery form as food supplements, under a consumer-friendly small daily portion that supplies the required daily amount of 200 mg of cocoa flavanols. As part of the agreement, Barry Callebaut and Naturex will combine their know-how and expertise that will revolutionize the food supplement market, building strong differentiation with existing applications in the cardiovascular health segment:

- Barry Callebaut will supply cocoa beans naturally containing high amounts of healthy flavanols;
- From these beans, Naturex will produce a pure cocoa extract and will market an innovative solution with the proprietary health claim, positioned as one of their flagship food supplement products expected to first hit the European market in early 2016.

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<sup>1</sup> EFSA : European Food Safety Authority, under Article 13.5

<http://www.efsa.europa.eu/de/topics/topic/article13-5>

<sup>2</sup> CAGR 3.8% 2015-2020, Dietary supplement category – Source Euromonitor

Leen Allgaert, Global R&D Project Manager at the Barry Callebaut Group, said: “With Naturex, we can now bring the proven health benefits of cocoa flavanols which contribute to normal blood flow in the human body to consumers in a simple 100% natural food supplement application.”

Olivier Rigaud, CEO of Naturex, commented: “This open innovation partnership with Barry Callebaut is a great opportunity to bring to the food supplement market a pure and natural breakthrough ingredient with a unique 13.5 EFSA claim for the next five years. It will help us strengthen our global leader position in the phytoactives segment, one of the four key categories highlighted in our Bright2020 strategic plan, with endless applications that will help our customers to reduce time to market, fitting perfectly with consumer expectations.”

Eric Villain, Group Business Unit and Marketing Director at Naturex, added: “The cocoa bean is a natural source of extraordinary phyto-actives. It offers scientifically recognized health benefits and solutions for our self-care customers. The sale of food supplements that contribute to health and well-being is a field that has been experiencing strong growth in recent years. We look forward to working with Barry Callebaut to turn this licensing agreement into a big success for both of us.”

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**About Naturex** ([www.naturex.com](http://www.naturex.com)):

*Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.*

*Naturex’s head office is in Avignon, France. The company employs 1,700 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the United States, Brazil, Australia, India, and Chile. It also has a global commercial presence through a dedicated network of more than 20 sales offices.*





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

*With annual sales of about CHF 6.2 billion (EUR 5.6 billion / USD 6.6 billion) in fiscal year 2014/15, 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 more than 9,000 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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