

INNOVATION

Barry Callebaut
Annual Report 2013/14

Creating competitive advantages to enable further profitable growth

Additional information:
www.barry-callebaut.com/innovation

The focus on bigger and bolder innovation projects showed first results: Our project success rate increased to a new record high of 59%. With more than 20 new product introductions, we proved to be the industry reference for innovation – for individual artisans and food manufacturers alike.

The worldwide rollout of “Purity from Nature”, a new generation of Cacao Barry® couverture chocolate based on our own Controlled Fermentation method, was one of our most successful product launches in the Gourmet area. It is a perfect example of our ability to combine our comprehensive scientific knowledge with evolving customer requirements.

Further, we launched many new products ranging from chocolates with longer shelf life (Anti-Bloom Barrier to avoid fat bloom), to reformulated chocolates (such as sugar-/fat-reduced products) all the way to inclusions with multi-flavor or multi-texture sensations.

The European Food Safety Authority published a positive Scientific Opinion in May to also extend our health claim to cocoa extract products. Upon final approval by the EU Commission, we will be allowed to offer new applications in which the beverages, nutraceutical and supplement industries are already showing strong interest.

To strengthen our leadership position, we expanded the cooperation with the Jacobs University and launched the six-year project COMETA. It is aimed at precisely analyzing and classifying the 100,000 chemical components of the cocoa bean. The knowledge gained will be used to develop new quality tests for our most important raw material. In addition, we extended our strategic cooperations by starting new Open Innovation projects with universities, research institutes, labs and scientists, including our customers and suppliers.

We combine trend insights from around the world, with science and knowledge to create a full pipeline of novel chocolate and cocoa products.

Our goal is to help our customers grow their business through differentiation, while meeting the needs of today's and – particularly – tomorrow's consumers.