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## CACAO BARRY UNVEILS A COLLECTION OF 8 INNOVATIVE 100% CACAO POWDERS, FOR INFINITE CREATIVE FREEDOM



- Cacao Barry is launching a collection of 3 specific ranges including 8 extra-fine cacao powders, each with their own technical benefits, distinct colours and flavours selected by Cacao Barry and the Chocolate Academy™ chefs to offer to all chefs true freedom of execution,
- All the needs of today's chefs, aspirations and consumer lifestyles (organic, vegan, healthy, plant-based, kosher, made in France...) are met with this complete collection of powders: **Universelle, Naturelle,**
- **Performante,**
- The era of the perfect Tiramisu is announced thanks to the **innovative hydrophobic powder Décor Cacao**,
- Cacao Barry's cacao powder collection is made from **sustainably sourced beans supporting the Cocoa**
- **Horizons program,**

The bags of the collection offer two novelties and advantages in the field of cacao powders:

- A zip to keep the product fresh once opened, and
- An environmentally friendly recyclable mono-material

**Cacao Barry's new collection of 100% cacao extra-fine powders offers a world of possibilities and allows chefs to achieve unparalleled creative freedom and results.**

It is by asking themselves "*why do we always use the same cacao powder when we use different chocolates according to our needs?*" that the Cacao Barry chefs had the idea of exploring the world of cacao powders, which is still unknown to pastry chefs and chocolate makers.

"*The knowledge of cacao powders is not a knowledge that is transmitted in the profession today, it is a field that we are discovering gradually, which is very technical and worth mastering in order to be freer to create, to choose the right ingredient for the best desired result*" explains **Ramon Morató**, Chef and Creative Director of Cacao Barry. He adds: "*I have been very surprised by the differences and the options that are open to me and to all the chefs, now that we have this collection of 100% cacao powders and the knowledge we have gained to guide our choices according to what we want to achieve. It is time to change our perception of powders in order to master this new world.*"



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After establishing the two benchmark powders of the past 20 years, Extra Brute and Plein Arôme, among professionals, Cacao Barry invites chefs to further explore the still unknown world of cacao powders, to achieve unparalleled results. Cacao Barry therefore unveils a **new collection of innovative extra-fine cacao powders** developed in collaboration with creative chefs from the Chocolate Academy™ and experts from the cacao powder laboratory in Louviers, France. They have carefully selected the best cacao powders, which together satisfy both the ever-changing uses and needs of chefs in their labs and the new lifestyles and aspirations of consumers in today's society (organic, vegan, kosher, healthy, plant-based, gluten-free, made in France, Origin cocoa...).

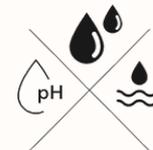
### The Cacao Barry 100% cacao collection brings together all the solutions and innovations to offer chefs real freedom of execution:



A stimulating collection of fine cacao flavours, including single origin and organic options, offering chefs unlimited creative combinations.



An incomparable palette of colours, alkaline or natural, to give free rein to the creativity and imagination of chefs.



An essential selection of pH, fat content and water absorption levels for all recipes and advanced techniques.

### A collection of three ranges including eight cacao powders to satisfy all needs and make every use a success.

Thanks to these three ranges of Cacao Barry powders, **Universelle, Naturelle and Performante**, chefs can now freely express their true nature by pushing the limits of their creativity. *"The cacao powders collection is also innovative in its concern to guide chefs correctly to the right powder to obtain the best results according to their needs, thanks to its categorisation into three distinct ranges with evocative names, each with its own characteristics and benefits,"* says **Tiphaine Pichon**, Cacao Barry global brand manager who piloted this development with the chefs. *"Chefs can thus quickly identify the cacao powders they need at any given moment and identify the attributes of each one".*

### The collection features 2 powders that are new to the market:

- **Décor Cacao, from the Performante range:** a revolutionary insoluble powder, which finally allows a long lasting dry look on desserts such as tiramisu, truffles, entremets and any application requiring a sprinkling step. No more bitter wet powders on top of Tiramisu! The Décor Cacao is a real solution for preparing these desserts beforehand, without loss of freshness while ensuring impeccable quality! Born from a happy accident of process, this cacao powder has a biscuity chocolate taste with notes of cereal and caramel and a velvety red-brown colour. The era of the perfect Tiramisu has arrived!
- **Nature Cacao, from the Naturelle range:** a natural powder - which has not been alkalinised - that meets the vegan trend, for example, while offering a surprisingly dark brown colour and a very cacao taste. Natural powders are normally very light in colour. This novelty finally allows vegan creations to have a more gourmet look!



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**Universelle:** Cacao Barry's Universelle range is the ultimate collection of all-around cacao powders, built upon iconic French savoir-faire. It has been perfected to be the reliable choice for universal use. Featuring 3 high fat and dutched cacao powders, it reveals superior intense colours, powerful cacao flavours and the smoothest texture: Extra Brute, Plein Arôme and Rouge Ultime (Cameroon Origin).

 <p><b>Extra Brute :</b> Balanced dark chocolate taste Spicy and woody notes Vibrant reddish-brown hues</p> <p>1kg-5kg</p>	 <p><b>Plein arôme :</b> Mesmerizing round chocolate taste Caramel, whole milk &amp; almond notes Bright and warm autumnal brown</p> <p>1kg-5kg</p>	 <p> <b>Rouge Ultime :</b> <b>Origin Cameroon</b> Intense &amp; complex cacao taste Smoky, walnut &amp; dry fruit notes Intense deep mahogany red</p> <p>1kg-5kg</p>
		



**Naturelle:** Cacao Barry's Naturelle range is a delicious innovative collection of 100% cacao natural powders offering rare fine flavours, a variation of remarkable colours: from dark to light brown, with organic and single origin options. The range is the perfect ally for vegan recipes for which the attribute «natural» is essential, without compromising taste.

 <p><b>Cacao Nature :</b> <b>1st ever flavorful naturally dark</b> Rustic roasted cacao taste Cherry, dried fruits &amp; spicy flavors Striking natural dark brown</p> <p>1kg</p>	 <p> <b>Nature Fruitée :</b> <b>Santo Domingo Origin</b> Unique tangy &amp; fruity chocolate taste Notes of citrus and sweet spices Beautiful natural light beige</p> <p>1kg</p>
	



**Performante:** Cacao Barry's Performante range is a collection of unique cacao powders selected for their exceptional characteristics fitting very specific use for unbeatable results. With various fat content, different pH levels or technical features such as insoluble powder, this range pushes further the boundaries of cacao powders like never before.

 <p> <b>Décor Cacao:</b> <b>Insoluble powder</b> Ideal for products with a high moisture content</p> <p>1kg</p>	 <b>Légère 1% Defatted powder</b> Ideal for aerated recipes and low calorie applications. <p>0,75kg</p>	 <p><b>Noir Intense Black powder</b> The perfect solution for baking dark recipes</p> <p>1kg</p>
		



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"It's essential that any new Cacao Barry product is part of the brand's and its team's commitment to the cacao industry, to reduce the environmental footprint," says **Andrea Doucet Donida**, Cacao Barry global brand leader. "So is this new collection, which is made from sustainably sourced beans and supports the large-scale impact program, Cocoa Horizons".

Cacao Barry's cacao powders collection is also the first to offer a re-sealable bag with a zip to keep the product fresh, practical for chefs, and made of a mono-material allowing the collection, sorting and recycling of the packaging, reducing waste and being environmentally friendly.

## CACAO ALPHABET BOOK

### To know the cacao powders as well as the chocolates



With the new "Cacao Alphabet" guide, available soon, professionals will discover the world of cacao powders, the new products and how to obtain the best results according to their needs. This book is the result of nearly two years of testing and exchanges between chefs around the world: **Ciro Fraddanno, Dimitri Fayard, Julie Sharp, Lauren V. Haas, Mark Tilling, Martin Diez, Philippe Marand, Ramon Morató and Xavier Gonzalez.**

It includes:

- A comprehensive guide based on over 450 tests to help Chefs select the best cacao powders for the desired result,
- More than 50 recipes (biscuits, creams and mousses, ice creams and sorbets, pâtes and drinks),
- Tips and inspirations from Cacao Barry Chefs and the Chocolate Academy™ as well as technical experts,
- Cacao-chocolate pairings for perfectly balanced flavours,
- A full description of the collection of 8 new cacao powders and their benefits.

For more information on the CACAO ALPHABET BOOK, visit [www.cacaobarry.com](http://www.cacaobarry.com)

# SIRHA+

Cacao Barry unveils its collection of innovative 100% cacao powders at SIRHA from **January 19 to 23** in Lyon. Each day, visitors will be able to attend two demonstrations by the Chefs of the Chocolate Academy™ and a Cacao Barry Chef Ambassador.

Stand Bakery - Pastry - Confectionary | Hall 4 Stand 4C56

Stand Catering - Restaurant | Hall 3 Stand 3C29

**You can find the collection of cacao powders at your local distributor. The offer may vary.**

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#### About Cacao Barry® - Express your true nature : Cacao-Barry.com

Cacao Barry®, a French brand and international leader in chocolate and cacao for professionals, with a 180-year history of innovation, protecting the biodiversity of the cacao fruit and promoting sustainable development, works hand in hand with the planters and artisans of the pastry and chocolate industry for the empowerment of everyone.

With a strong heritage in French pastry making since 1842, Cacao Barry offers a wide variety of fine chocolates whose fruits and cacao beans are carefully selected from exceptional plantations in Latin America, Africa and Asia.

Cacao Barry's purpose is to support chefs so that they can go further, inspire them and give them new perspectives so that they can fully express their talent.

Support for chefs is also provided through its influential network of ambassadors and its 27 Chocolate Academy™ centres around the world.

Through its commitment to the cacao sector and its ambitious Thriving Nature programme goals, Cacao Barry aims to ensure sustainable growth of the chocolate sector through a movement that includes cacao farmers, civil society, industry, governments and chocolate professionals supporting the Cocoa Horizons programme. It has already achieved its 2020 goal of having 100% of its beans from sustainable sources. Cacao Barry is also the first and only professional chocolate brand to be Bee Friendly certified for its almond products. Its entire dried fruit range is also sustainably sourced, reinforcing its leadership position for an eco-friendly present and future.

Cacao Barry® is one of the two founding brands of the Barry Callebaut Group.

Sustainable nature - Flavour excellence - Open and stimulating community - Inspiring mindshifts



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