

Barry Callebaut introduces the second generation of chocolate

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Barry Callebaut redesigned the making of chocolate – known as the [Cocoa Cultivation & Craft](#) principle (CCC) – to recognize the special qualities of each cocoa bean and coax out the nuances of flavor. With initial efforts dating back to early 2000, Barry Callebaut gained new insight from a long-term research program in collaboration with the Jacobs University Bremen, Germany. Advanced detection technologies, combined with new sensory methods, enable the identification of unique characteristics in the cocoa beans.

Barry Callebaut could redefine chocolate completely: 'putting cocoa first, sugar last'. Moreover, to experience the nuances of cocoa flavors, the recipe of the second generation of chocolate is as pure as it can be and contains 60-80% more cocoa. Dark chocolate contains two ingredients: a minimum of 75% cocoa to which only sugar is added. Milk chocolate has a minimum of 55% cocoa, as well as containing milk and sugar.

The chocolate taste ranges from a natural and rich cocoa flavor, balanced with low sweetness to more complex flavour profiles. By introducing the second generation of chocolate, Barry Callebaut aims to inspire and support brands and artisans to define their next generation of chocolate creations in confectionery, bakery, pastry, desserts, and ice-cream.

Peter Boone, CEO of Barry Callebaut Group, said – "The second generation of chocolate addresses perfectly the changing consumer preferences and consumers' desire to indulge more mindfully. It will inspire and support brands and artisans to craft their next-generation chocolate creations and is testament to our leadership in shaping the future of chocolate indulgence."

Chocolate produced according to the CCC principle has been successfully validated through a quantitative consumer concept and product test by independent global research agency MMR Research Worldwide in the US, the UK, and China, indicating a positive consumer appeal and purchase intent.

The new product design is not only testament to nature's flavors, but also to the mindfully living consumer. The chocolate contains 50% less sugar than 80%+ of the chocolate consumed across the world.