

Barry Callebaut launches MALEO cocoa powder across Asia Pacific

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Barry Callebaut, one of the world's leading producers of cocoa and chocolate, introduced its latest cocoa powder, MALEO, in Kuala Lumpur, Malaysia.

The MALEO cocoa powder offers a unique proposition - using less powder for more indulgence. Its standard range, "10/12 MALEO", offers key characteristics such as an intense brown colour that enhances the visual appeal of any cocoa-based creation. It also boasts a richer and more chocolatey flavour that provides a stronger and long-lasting cocoa sensation, enhancing the overall sensory experience.

MALEO's high-fat powder "22/24 MALEO" provides a rounder mouthfeel, enhancing texture and enjoyment. It absorbs less water, ensuring better consistency in applications. Besides producing a softer texture in baking, this powder range is also great for dusting finished products, adding elegance and flavour. Additionally, applications using the MALEO cocoa powders allow up to a 20 per cent reduction in powder usage, maximising cost savings.

The launch took place during a gathering of cocoa distributors and customers from across the Asia Pacific region, spanning China, Indonesia, Malaysia, Thailand, the Philippines, and Vietnam. This event facilitated networking and the exploration of new applications. It also encouraged the exchange of insights and knowledge, fostering collaboration and innovation in the industry. MALEO powder is now accessible in key markets for purchase through a network of distributors.