



EXPRESS YOUR  
TRUE NATURE™

*By introducing the first couverture chocolate made from 100% pure cacaofruit*

## Cacao Barry wins the award for Best Artisan Product with Evocao™ WholeFruit chocolate

- This new type of chocolate was inspired and finetuned with the collaboration of 30 top chefs and artisans from around the world
- The zesty, fruity tasting WholeFruit chocolate, made from 100% pure cacaofruit is available for chefs and artisans in selected countries in Europe, EEME, Asia and the Americas
- Cacao Barry's partner the global cacaofruit expert Cabosse Naturals upcycles one of the most discarded fruits on the planet – positively impacting nature and communities

Zurich/Switzerland, March 23, 2022 – The new type of chocolate Evocao™ WholeFruit Chocolate was introduced by Cacao Barry across the globe in 2021. Today, the pioneer in fine flavour cacao and chocolate since 1842, receives the World Food Innovation Award for 'Best Artisan Product' for its strong proposition.

The World Food Innovation Awards gives a fine representation of what the future beholds for food innovation, revolutionary technologies, and health-conscious consumers. It is the 8th year that the World Food Innovation Awards celebrates and recognizes creative innovation and excellence in the global food industry.

### Best Artisan Product of 2022

With its zesty, fruity taste, WholeFruit chocolate has been further developed by 30 top chefs and artisans from around the world. Their co-development journey led to Evocao™ with which chefs and artisans satisfy the needs of centennials and millennials' search for healthy indulgence.

WholeFruit chocolate is the first Cacao Barry couverture chocolate made from 100% pure cacaofruit and is 100% sustainably sourced. No refined sugars, no lecithin, no vanilla are added. For the first time a chocolate reveals in depth all the flavours and natural freshness of the cacaofruit making it a powerful chocolate without comparison with what is available on the market today. Evocao™ is the first signature expression of WholeFruit chocolate, with others to follow.

### Partnering with the global cacaofruit expert

Cacao Barry partners with Cabosse Naturals who upcycles the delicious pulp and peel into a range of 100% pure cacaofruit ingredients. The global cacaofruit expert collaborates closely with local farming communities to provide the highest quality fruit. They work together to limit the time between the harvest and the processing of the pulp to a maximum of 5 hours. This is essential in preserving the high quality, deliciously fresh, and fruity taste and nutrients.

In 2021 Cabosse Naturals was also a finalist during the World Innovation Awards in the category 'Most Innovative Ingredient' and got awarded with the "Sustainable Ingredient Award" at the [Sustainable Food Awards](#) since their ingredients make a sustainable difference in terms of its environmental and/or social impact. For centuries the cacaofruit, one of the most grown fruit in the world, was harvested mainly for its beans to craft chocolate, leaving 70% of the rest of the fruit discarded as waste.

About Cacao-Barry® ([www.cacao-barry.com](http://www.cacao-barry.com))

Explorers of cacao flavor excellence and protectors of its diversity since 1842, we share the whole cacaofruit flavor experience, from nature to plate, with farmers and chefs.

A favorite among creative chefs in more than 90 countries, Cacao Barry, rooted in its French pastry heritage, offers a wide variety of fine flavor chocolates which cacao fruits and beans are carefully selected from exceptional plantations in Latin America, Africa and Asia.

Fostering strong stimulating international chef communities is at the heart of Cacao Barry efforts to bring motivating inspirations to chefs, supported by their influential Ambassador network and the 26 Chocolate Academy centers around the world. Cacao Barry is committed to a responsible and sustainable future, with the goal to offer 100% sustainable chocolates by 2025. It already reached the milestone to have 100% sustainably sourced beans in 2020.

Thanks to its Thriving nature commitment, Cacao Barry aims to ensure sustainable growth of the chocolate sector through a movement that includes planters, civil society, industry, governments and chocolate lovers supporting the Cocoa Horizon Program.

Cacao Barry empowers all creative chefs, masters and the next generation, to engage fully, to reach their vision: [to express their true nature](#).

#### MEDIA CONTACTS

Andrea Doucet Donida – Cacao Barry Global Leader  
[Andrea\\_Doucet\\_Donida@Barry-Callebaut.com](mailto:Andrea_Doucet_Donida@Barry-Callebaut.com)

#### MEDIA CONTACTS

**Andrea Doucet Donida – Cacao Barry  
Global Leader**  
[Andrea\\_Doucet\\_Donida@Barry-Callebaut.com](mailto:Andrea_Doucet_Donida@Barry-Callebaut.com)

**Luc de Boer | [publicrelations.am](http://publicrelations.am)  
PR Specialist**  
[luc@publicrelations.am](mailto:luc@publicrelations.am)