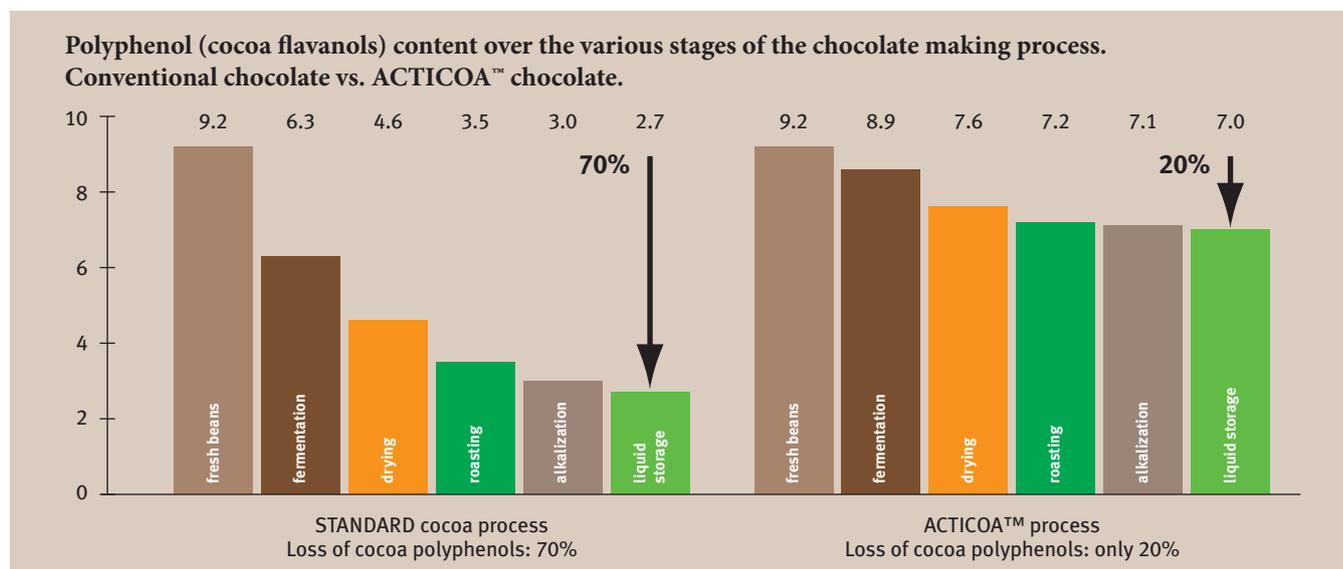


Health and protection from the cocoa bean

IN SOUTH AMERICA, AFRICA AND SOUTH EAST ASIA, COCOA HAS PLAYED AN INTEGRAL ROLE WITHIN SEVERAL ETHNO BOTANICAL TRADITIONS



As a diuretic, an antiseptic and even as toothpaste, its applications are equally diverse. More commonly, it has been a central ingredient in general medicinal applications for the treatment of anything from kidney ailments to rheumatism, listlessness, chest pains as well as being applied to burns, snake bites and other wounds.

Cocoa is also a vital source of important vitamins, minerals and other nutrients such as magnesium, which stimulates memory function, and theobromine and caffeine, which have positive effects on the respiratory and central nervous systems. Indeed, of the approximate 600 compounds that have been isolated from the cocoa bean, more than 200 are thought to have positive effects on health and well-being. Much of the attention over recent years has been devoted to the role of the so called polyphenols (cocoa flavanols) found in abundance in the cocoa bean. These are powerful antioxidants thought to play a major role in several areas of human health: from cardiovascular health and immune response to brain function, while helping to protect the body against the damaging effects of free radicals.

However, the flavanols found in the cocoa bean are partially destroyed during the conventional chocolate making process. Barry Callebaut therefore developed a production process which could preserve and enhance these components without compromising the celebrated taste and texture of real chocolate. The result is ACTICOA™, the first chocolate to guarantee a minimum polyphenol content and according to Callebaut “now the richest source of antioxidants known to man”. Due to its high concentration of cocoa flavanols, ACTICOA™ cocoa and chocolate helps to restore the balance between

antioxidants and free radicals in the human body. A recent study, conducted by the Queen Margaret University in Edinburgh demonstrated that ACTICOA™ dark chocolate contributes to maintaining healthy blood pressure. This confirms the results of earlier studies. The daily consumption of small portions such as 17g of ACTICOA™ dark chocolate, which contains 500mg of cocoa flavanols, for 2 weeks helps to maintain a healthy blood pressure. ACTICOA™ chocolate is one of the world’s richest chocolates in cocoa flavanols, uniting both health and indulgence in a unique product.

The traditional chocolate making process itself is responsible for the loss of flavanols. Between the fermentation and drying of raw cocoa and subsequent processing through alkalization, roasting, liquor extraction and conching, up to 85% of the original flavanol content is lost and in many cases leaves less than 0.5% of the total amount in the final product.¹

Barry Callebaut’s ACTICOA™ succeeds in preserving up to 70% of the natural flavanol content of raw cocoa without the use of extracts, additives or other chemical substances.

Other innovations aimed at improving the permissibility of chocolate include a sugar-reduced, fiber-enriched chocolate which succeeds in improving the nutritional profile of chocolate without the use of artificial additives. Intensive research at Barry Callebaut has also resulted in a probiotic chocolate as well as the world’s first sugar based tooth friendly chocolate.

¹ Based on a typical chocolate recipe: 46% sugar, 42% cocoa liquor, 11.4% cocoa butter, lecithin, flavors. +++

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