

Uncovering the fourth type of chocolate



We uncovered Ruby chocolate, considered to be the fourth type of chocolate besides Dark, Milk and White chocolate.

After the unique attributes of the Ruby cocoa bean were uncovered, it took over ten years to create Ruby chocolate. Building

on our 175 years of expertise in sourcing and chocolate making, our R&D centers in Belgium and France, in collaboration with Jacobs University, developed a unique process, releasing the natural flavor and color characteristics of this cocoa bean.

Ruby chocolate has been tested and validated through extensive consumer research by the independent global research agencies Haystack and Ipsos in the UK, US, China and Japan. As part of these studies, consumer appeal and purchase intent have been confirmed, indicating that consumers would buy Ruby chocolate at different price points.

Ruby chocolate

The unique taste – fresh berry-fruitiness and luscious smoothness – and ruby color are completely natural in Ruby chocolate. Both characteristics come directly from the Ruby cocoa bean with its unique set of attributes. We managed to unlock these attributes through an innovative process that took many years to develop.

“We’re looking forward to making Ruby chocolate available to food manufacturers and their consumers around the world.”

Pablo Perversi, Barry Callebaut’s
Chief Innovation & Quality Officer

Additional information

www.barry-callebaut.com/RubyChocolate

