

# Leading through innovation: Ruby chocolate

Whether it concerns the extension of our dairy-free chocolate product portfolio, tapping into the growing customer demand for this type of specialty chocolate, or our exciting sugar-reduced solutions, we are constantly bringing to market cutting-edge innovations. A great example of our innovation capability was last year's launch of the fourth type of chocolate, ruby.

After taking more than ten years to develop ruby chocolate, it took barely six months after the formal launch in September 2017 for the fourth type of chocolate to conquer the world. The ruby bean is unique because the fresh berry-fruitiness and color precursors are naturally present. The bean has a specific set of attributes, which Barry Callebaut managed to unlock through an innovative process that took many years to develop.

Nestlé Japan launched KITKAT™ Sublime Ruby in January 2018 as the first consumer product application. The interest in the new chocolate bar was beating all expectations, and the success was overwhelming. Forbes, the renowned US business magazine,

wrote: “Nestlé may have struck gold with the release of a new type of KITKAT™ made using special ‘ruby’ cacao beans.”

Meanwhile, further applications for ruby chocolate are hitting the market, allowing chefs and artisans across the globe to play with the unique taste and the special color. These new applications include our global Gourmet brand Callebaut launching RB1 in Hong Kong, Australia and Belgium. With its all-round fluidity, RB1 is perfect for a wide range of applications ranging from confectionery moulding and enrobing to pastry mousses and much more. In addition, Carma, our Swiss Gourmet brand, has launched Ruby Rubina, a ruby product that inspires the creativity of chefs, artisans and bakers to delight their customers.

Our innovations are enticing chocolate lovers around the world, and the sky is the limit.

# Ruby Rubina

launched by our  
Swiss Gourmet brand  
Carma

