

Bensdorp cocoa on course for success

Profiting from the baking trend with Bensdorp cake icing

Cologne/Frankfurt am Main, 30 January 2011 – From March onwards Bensdorp, the popular cocoa brand, is also offering a practical cake icing. The **Bensdorp icing** is available in a 200 gram microwave bag in two varieties, **full milk** and **dark chocolate**. It is easy to portion, dissolves quickly and well, and is easy to apply. Be it for cakes, pastries or biscuits, as full icing or as decoration – users will be thrilled by the attractive glaze and the ease with which it can be applied. Additionally, the cocoa content of both varieties ensures an intensive cocoa taste.

For all fans of baking and cooking a kitchen would be unthinkable without Bensdorp cocoa nowadays. There are very few brands in the world that can boast such a long and successful history. In line with its Dutch tradition Bensdorp has embodied the concept of delicious cocoa pleasure since 1840. Its outstanding quality and distinguished aroma ensure excellent baking results. And as it dissolves very easily, it is also ideally suited for use as drinking cocoa.

Alone in the first six months of 2010 the market for cocoa for cooking and baking saw growth of 4.25 percent in a year-on-year comparison. And sales of Bensdorp cocoa also increased (Source: leading market research institute).

The new Bendsorp cake icing is available from March 2011 onwards in retail outlets in a 200 gram microwave bag.

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About Stollwerck:

Stollwerck GmbH, headquartered in Cologne, is a leading manufacturer of chocolate products such as chocolate tablets, boxed assortments and truffles, as well as small bites and chocolate bars. The company boasts a tradition going back 170 years, with extensive competence and experience in the use of cocoa and chocolate raw materials and ingredients. Through the integration into Barry Callebaut AG, the world's leading manufacturer of high-quality cocoa and chocolate products, the company covers the entire value-added chain – from the cocoa bean, through its processing, to the finished product on the sales shelf.

Stollwerck produces at a number of sites, primarily in Germany, and has a focused brand portfolio, which includes the leading umbrella brand Sarotti, which still ranks among the brands best known to consumers, Alpia and Alprose.

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