



# New Guylian Extra Dark Seashells with 74% cocoa and extra antioxidants

## *Pure indulgence without guiltiness*

Guylian, renowned for their world famous original marbled Chocolate Sea Shells, has created new extra dark chocolate Sea Shells with 74% cocoa. Filled with a unique hazelnut praliné filling, made to a secret recipe, the new Extra Sea Shells are the ultimate in indulgence.

This new recipe includes ACTICOA™ cocoa, which preserves the antioxidants that naturally occur in the cocoa bean but are normally lost through chocolate production. Guylian Extra Sea Shells, however, are rich in antioxidants and retain the flavour of luxury premium chocolate. Just two of these great tasting Guylian Extra Dark Chocolate Sea Shells contain 60 per cent of the daily need of antioxidants.

### **Extra dark**

Dark chocolate is gaining popularity throughout the world due to its health benefits. Guylian Extra's beautifully sculpted shells are made of premium quality Belgian dark chocolate with 74% cocoa; Guylian's extra dark chocolate is made of the best West-African cocoa beans, delivering an intense and long lasting taste.

### **Extra taste**

Guylian's Master Chocolatiers have created a new exquisite taste striking a perfect balance between the 74% dark chocolate shell and the hazelnut praliné filling. We only use the finest hand selected hazelnuts from the Mediterranean in a blend with ACTICOA™ cocoa. Guylian's hazelnut praliné filling is still produced according to our unique recipe in the age-old traditional manner, a heritage of the company's founder. Our well-kept secret method of roasting and caramelising hazelnuts gives Guylian's chocolates their signature taste.



### **Extra antioxidants**

The world over, consumers are becoming more demanding for their chocolate. They want premium luxury chocolate with health benefits to boost. What mainstream consumers are not yet aware of is that a high percentage of cocoa does not necessarily equate to high level of antioxidants. Even though natural cocoa powder possesses the highest antioxidant power of all food, fruits and vegetables, standard cocoa processing techniques kills off around 70% of the cocoa bean's polyphenols.

Guylian Extra Sea Shells have a unique high antioxidants level, coming from the ACTICOA™ cocoa which is used in the recipe. ACTICOA™ is a special production process which ensures that the naturally occurring polyphenols from the cocoa bean, most of which are lost in standard chocolate production processes, are retained.

ACTICOA™ antioxidants have proven positive effects on the body and mind: they help to protect against the aging process, to enhance your concentration, to maintain a strong memory and to maintain a healthy cholesterol level and blood pressure.

*Find out more about antioxidants, ACTICOA™ and the health benefits in the attached text.*

### **Pure Indulgence without the guilt**

Guylian Extra Sea Shells are the perfect chocolate indulgence to enjoy without the guilt. Now, there's no reason to resist these Belgian chocolate delicacies. First class ingredients deliver a tantalizing new taste and a health benefit. Discover, taste & enjoy!

### **Two chocolates a day**

Two delicious Guylian Extra Sea Shells a day provide your body with 2400 ORAC's<sup>1</sup>, or more than 60 per cent of the necessary antioxidants to maintain a healthy balance in body and mind, especially when under stress or aging. A varied and well balanced diet together with regular physical activity is part of a healthy life style.

### **Availability**

Guylian Extra Sea Shells are available in the most popular 250g gift pack (22 pieces), but also in a self indulgence 125g pack (11 pieces) and a 65g trial pack (6 pieces).

The pack design is clearly differentiated from the original marbled Guylian Sea Shells boxes: a deep dark brown background with tasteful swirl and Extra Sea Shells branding on the front panel in combination with the well known Guylian logo in bold luxurious gold colour.

The Guylian Extra Sea Shells will be available in the better retail outlets in Europe.

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<sup>1</sup> ORAC: Oxygen Radical Absorbance Capacity (see page 4)

*Guylian is one of the world's leading brands of premium Belgian boxed chocolates. This family-owned and 100% Belgian company sells its Belgian Chocolates creations into more than 100 countries. Guylian is well known and loved around the world for its exquisite original Belgian chocolate seashells – in dark, milk and white chocolate with hazelnut praliné filling. Today, the company offers a broad range of gift chocolates, individually wrapped premium every day chocolates and luxury chocolate bars for sharing and self indulgence.*

More information on [www.guylian.be](http://www.guylian.be).

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# Cocoa antioxidants and their health benefits

## Cocoa flavanols

The cocoa bean contains flavanols, which belong to the category of the polyphenols. Polyphenols are natural components found in fruits, vegetables, black and green tea, red wine and also in cocoa. Polyphenols are powerful antioxidants, protecting the body against the effect of free radicals.

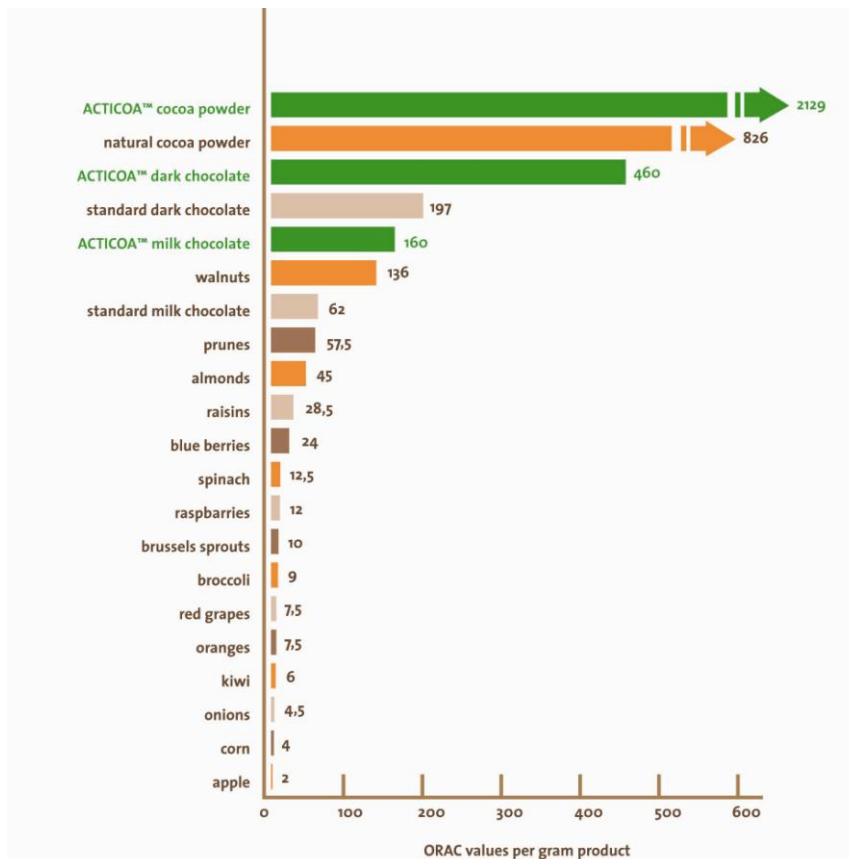
Free radicals damage our cells and in case of overabundance they accelerate the ageing process and can threaten general well being. The presence of free radicals is triggered by stress, pollution, direct exposure to sunlight, unbalanced diet, smoking etc.

## Food rich in polyphenols

Cocoa flavanols are the most powerful antioxidants. They are higher in number and of better quality than antioxidants from any other food product.

One of the scientific methods most used to compare the antioxidant capacity of various foods is called the ORAC method (Oxygen Radical Absorbance Capacity). It measures the ability of foods to neutralize the free radicals. Food nutritionists recommend a minimum daily intake of polyphenols equivalent to 4000 ORAC. We need this to maintain a good balance between antioxidants and free radical activity in our body.

High quality cocoa and chocolate can help us to maintain this balance more easily. The chart below shows that cocoa and chocolate – compared to other food – are naturally very rich in antioxidants.

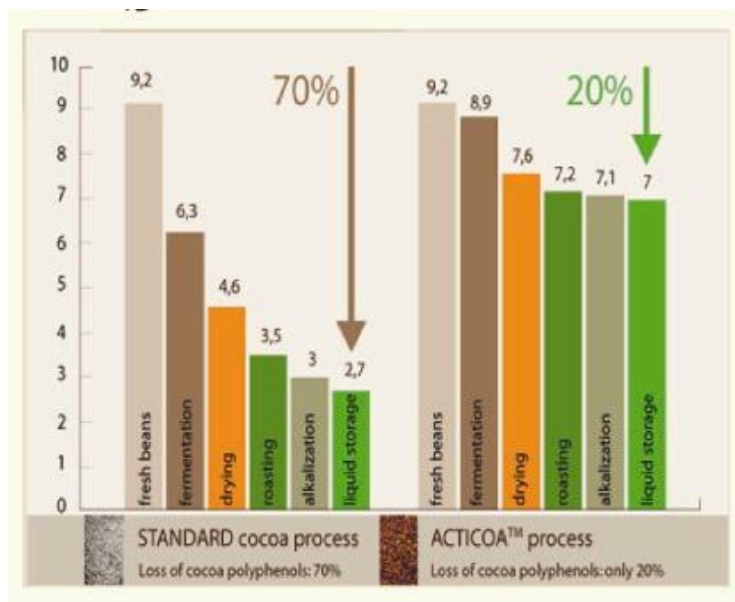


## ACTICOA™

ACTICOA™ is a revolutionary production process developed by Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products. It ensures that the naturally occurring flavanols from the cocoa bean, most of which are lost in standard chocolate production processes, are preserved.

Hans Vriens, Chief Innovation Officer at Barry Callebaut, explains: "In the conventional chocolate making process 70% of the cocoa polyphenols are lost. Through extensive research of the complete process from the cocoa bean to the finished chocolate, Barry Callebaut succeeded in developing the ACTICOA™ process in which up to 80 per cent of the flavanols found in the raw cocoa beans are preserved. Besides preserving the health promoting effects of the cocoa polyphenols, the ACTICOA™ process results in an excellent chocolate taste."

ACTICOA™ does not add any extracts or other chemical substances, and does not influence in any way the natural indulgent taste of chocolate.



### The 4 health benefit areas of antioxidants

#### Heart health

- Helps to maintain healthy blood circulation
- Helps to maintain healthy cholesterol level

#### Cognitive performance under stress and strain

- Contributes to enhance concentration
- Helps to increase your capacity and ability to memorize
- Contributes to stimulate the brain

#### Anti-aging

- Helps to maintain strong memory, especially when getting older
- Helps to stay active whilst aging

Beauty from inside

- Helps to keep the skin hydrated
- Contributes to reduce wrinkles

Barry-Callebaut performed more than 25 pre-clinical and clinical studies to substantiate these claims.

More information on [www.acticoa.com](http://www.acticoa.com)

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