



Date: April 1, 2011
Contact: Bernadette Wasdovitch, Marketing Communications Manager
Phone: 920.849.7711
Email: bwasdovitch@briess.com

Is it cocoa or is it CocoaPlus™? Taste for yourself

CHILTON, WISCONSIN—A new line of all natural cocoa replacers developed by Briess Malt & Ingredients Co. reduces ingredient costs while preserving and enhancing the cocoa flavor of many foods. Taste for yourself how these all natural, whole grain specialty flours mimic the color, functionality and flavor of cocoa powder at Booth #7349 at the IFT Food Expo.

During a blind taste test at the 2011 Natural Products Expo West in Anaheim, two-thirds of participants sampled could not tell which brownie was made with cocoa powder and which brownie was made using CocoaPlus™. In a separate blind taste test, brownies made with CocoaPlus™ were preferred 3-1 over brownies made with black cocoa powder. Participants reported the CocoaPlus™ brownies tasted "richer" and "more flavorful".

Briess will be conducting blind taste tests during the IFT Food Expo in New Orleans. CocoaPlus™ ingredients are made in the U.S.A. from North American grown barley and wheat. They are all natural, non-GMO and Kosher Certified.

CocoaPlus™ ingredients can be used to replace natural, black and some specialty cocoa powders. Replacement rates vary from 5% to 50% depending upon the application. Briess will also work with your technical team to develop a custom cocoa replacer for you.

Briess produces a full line of all natural ingredients for foods and beverages including natural sweeteners, malted barley flours, roasted grains, pregelatinized grains and organic tapioca maltodextrins. Visit www.Briess.com or email us at info@briess.com for more information.

- end -