

Lyra Milk Chocolate

Real Chocolate with Significant Sugar Reduction

LYRA MILK CHOCOLATE

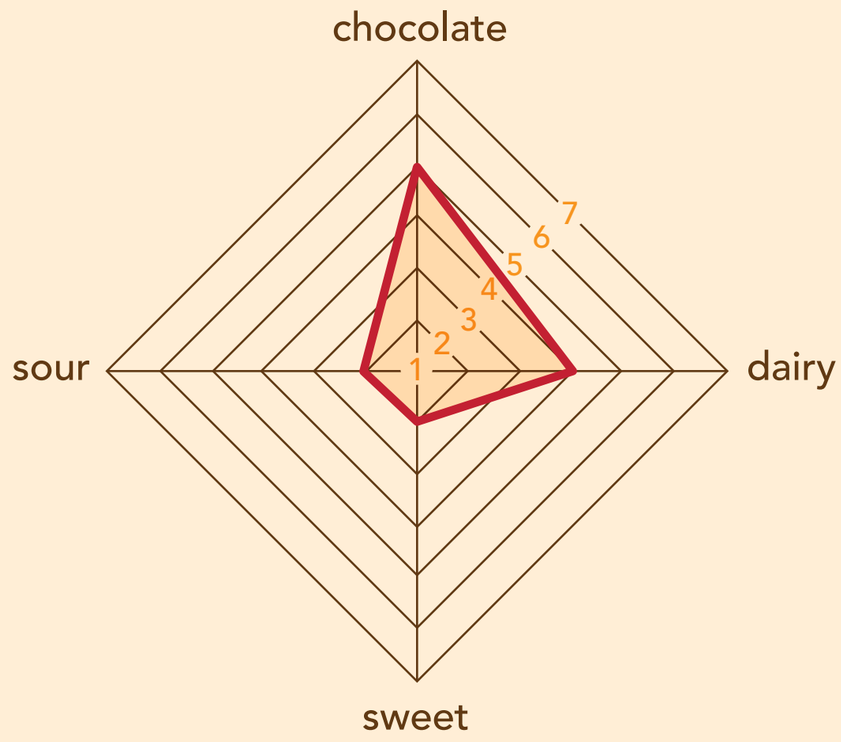
BLOMMER
PRODUCT SPOTLIGHT

CUSTOMER DEMAND

More Taste
Less Sugar
Pure Chocolate

Lyra is a truly unique milk chocolate formulated to contain less sugar while maintaining the legal status of a standard of identity for chocolate. Lyra has a 25% sugar reduction (compared to leading milk chocolate) and is high in both cocoa mass and milk resulting in a balanced, less-sweet flavor profile that still delivers on a milk chocolate experience.

FLAVOR PROFILE

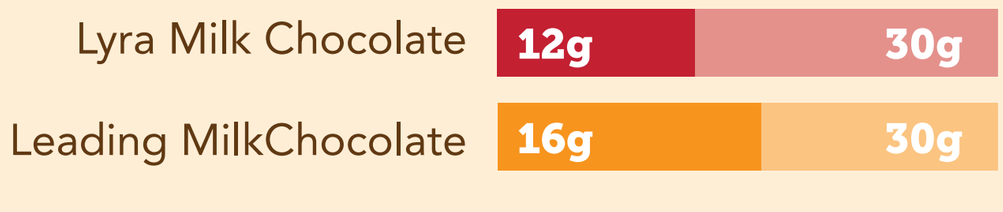


Ingredients: Sugar, Chocolate Liquor, Cocoa Butter, Milk, Soy Lecithin and Vanilla

FORMULATION

Legally Chocolate

Legal definitions of chocolate (21 CFR part 163) limit the sweetener system used in "real" chocolate to milk sugar and table sugar (sucrose). This poses a particular challenge when it comes to creating a reduced sugar milk chocolate that conforms to the standard of identity. However, with a special formula we were able to cut down to only 12g/30g serving (as compared to about 16g/30g serving for leading milk chocolate bars).



Cocoa Mass



Lyra milk chocolate is at roughly 50% CM, this offers a higher cocoa mass than some dark chocolates

Sugar

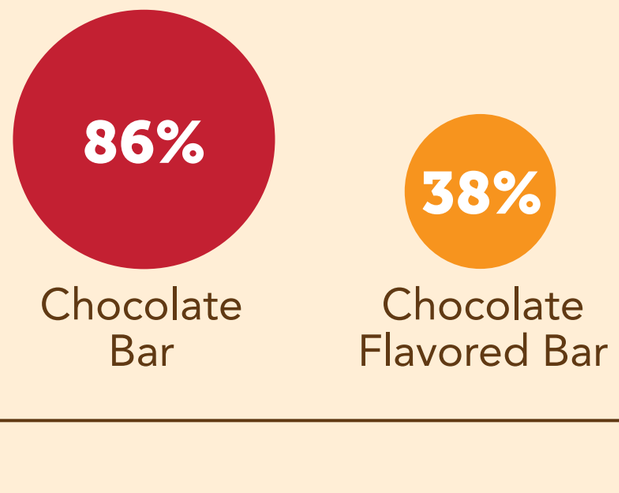
Unlike most reduced sugar chocolates, Lyra does not contain any alternative sweeteners or bulking agents. It is simply real sugar, at a reduced level, for a clean label.



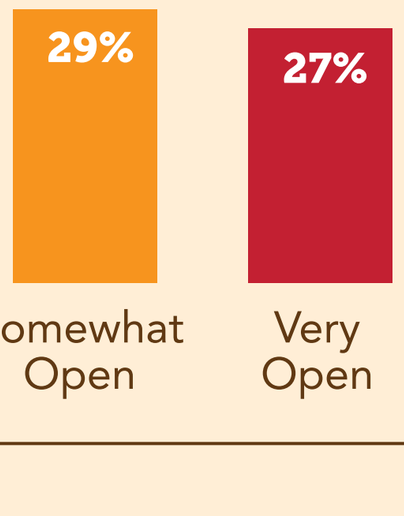
SURVEY RESULTS

We polled 1000 consumers to find out what they think about reduced and sugar free chocolate products.

When asked what candy bar product(s) they would purchase—consumers prefer a "real" chocolate bar over a chocolate flavored bar



56% were open to eating reduced or sugar free chocolate candy



39% of consumers choose a no/low sugar product because they are trying to eat better



APPLICATIONS

This milk chocolate is quite versatile. It is ideal for **enrobing, panning,** and **moulding.** It pairs well with fruits and nuts.

Blommer
— CHOCOLATE COMPANY —