

News Release

Kai Hummel appointed Global Head of Corporate Communications of Barry Callebaut

July 25, 2023, Zurich, Switzerland - Kai Hummel has been appointed Global Head of Corporate Communications for the Barry Callebaut Group, effective September 1. He succeeds Christiaan Prins, who had led the department since January 2020. In this role, Kai Hummel (42) will be responsible for all external and internal corporate communications of Barry Callebaut worldwide and report directly to CEO Peter Feld.

Kai Hummel has a strong track record and extensive experience in corporate communications for both listed as well as private companies. He has successfully represented global B2B and B2C companies.

Most recently, Hummel was responsible for Communications and Public Affairs at GfK SE, one of the world's leading market research companies, which recently merged with NielsenIQ. Prior to that, he headed the Communications and Public Affairs department at WMF Group, a leading global manufacturer of premium cookware and professional fully automatic coffee machines for hotel and corporate customers. Earlier in his career, he spent several years in journalism and social media. He completed his academic education with a Master of Science in Communication Sciences and PR from the Danube University Krems in Austria.







Commenting on Kai Hummel's appointment, CEO Peter Feld said: "We are delighted to have Kai Hummel on board at Barry Callebaut. He is an experienced, courageous, and creative leader who understands how to foster and strengthen trust in leading global companies. With a fresh perspective, he will make an important contribution to Barry Callebaut's sustainably successful future. We thank Christiaan Prins for his time at Barry Callebaut and wish him the best for his future career."

About Barry Callebaut Group (www.barry-callebaut.com):

With annual sales of about CHF 8.1 billion in fiscal year 2021/22, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 65 production facilities worldwide and employs a diverse and dedicated global workforce of more than 13,000 people.

The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The global brands catering to the specific needs of these Gourmet customers are **Callebaut®** and **Cacao Barry®**, **Carma®** and the decorations specialist **Mona Lisa®**. The Barry Callebaut Group is committed to make sustainable chocolate the norm to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the [Cocoa Horizons Foundation](#) in its goal to shape a sustainable cocoa and chocolate future.

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