

Callebaut® 100 years of “Finest Belgian Chocolate”

by Raphael Wermuth



Callebaut was established in 1850 by Eugénius Callebaut

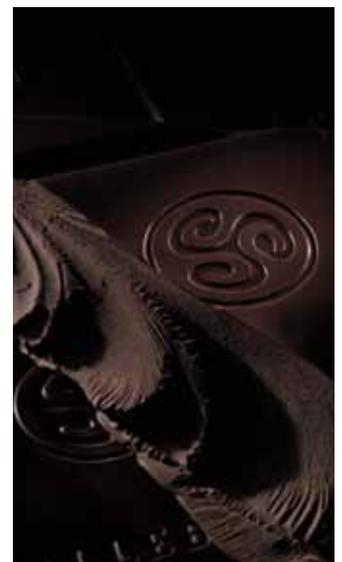
as a brewery in Wieze, in the heart of Belgium. In 1911, it began producing chocolate bars, and in 1925 chocolate couvertures. Callebaut is one of the rare chocolate makers that still selects, roasts and grinds its own cocoa beans. What’s more, Callebaut® Finest Belgian Chocolate



is the only brand whose chocolate couvertures are processed entirely in Belgium, from the bean to the chocolate. Over the years, Callebaut® has

become the preferred partner for creating chocolate and chocolate-related delicacies for skilled professionals active in the confectionery, pastry, restaurant and catering communities. The Callebaut® range offers a huge choice of chocolates: Think of fillings, decorations, chocolate mousse powder, sauces and toppings...

All sealed with the Callebaut® guarantee of superior and consistent quality. Today, Callebaut® Finest Belgian Chocolate is one of the two global Gourmet brands of Barry Callebaut – a proud and respected premium-quality chocolate brand with a successful 100-year history.



What makes Callebaut® special for you?

Callebaut® offers a comprehensive product portfolio. No matter the application, I can count on reliable Callebaut® products and it's always a pleasure to work together with the people behind the Callebaut® brand.

Why have you chosen to work with Callebaut® chocolate?

Mainly for two reasons: First, the consistently high quality of all Callebaut® chocolates. Secondly, there are never any delivery problems with Callebaut® chocolate – and for me, running my own business, this is very important, because I cannot disappoint my customers.

How could we make Callebaut® chocolate even better?

My customers are increasingly asking for organic, Fairtrade or UTZ certified chocolates. If I had a wish, I would wish that Callebaut® would add more certified chocolates to their current range.



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