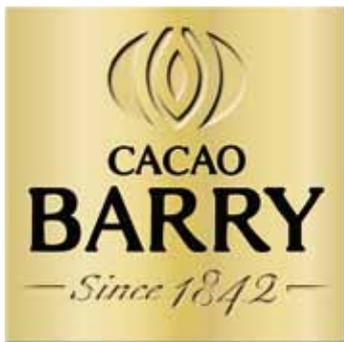


# Cacao Barry®

## The partner of creative French chocolate craftsmen since 1842

by Raphael Wermuth



the world choose the Cacao Barry® brand because of its perfect finesse and superior taste and texture. The French brand offers a wide range of high-quality cocoa products, chocolate coatings, fillings, decorating products, and moulds. After the merger with the Belgium company Callebaut, in 1996, Cacao Barry® is now one of the two global Gourmet brands of Barry Callebaut.



Having started up a business with tea and coffee, Charles Barry, an innovator with a passion for chocolate, travelled to Africa in 1842 to seek out a selection of cocoa beans that would enable him to create his very first connoisseur's chocolate. A milestone in the company's long history of sourcing cocoa beans in origin countries and mastering the processing of cocoa was



reached in the 1920s, when Barry opened its first production facilities in Cameroon and Côte d'Ivoire. Around the same time, the Barry family built a factory in Meulan, France, that still remains one of Cacao Barry®'s most important production facilities. Today, chocolatiers, confectioners, master bakers and pastry chefs all over



***What makes Cacao Barry® special for you?***

The strengths of Cacao Barry® are manifold. I like most that the brand keeps providing a tiptop customer service, is coming up with innovative products with pure origin roots and is promoting platforms like the World Chocolate Masters.

***Why have you chosen to work with Cacao Barry® chocolate?***

One reason was to have the opportunity to develop our own chocolate. For this, I am very grateful for the support of the commercial representative from Cacao Barry®, Thierry Charrette. Thanks to his listening to us and patience, we were able to create an exceptional chocolate which will delight our customers, I am sure!

***How could we make Cacao Barry® chocolate even better?***

Most of all, I see a tremendous growth opportunity for Cacao Barry® to win new interest and customers with making the personalized service of its Or Noir Lab more known.



**LAURENT JEANNIN**

PASTRY CHEF

LE BRISTOL PARIS / FRANCE