

“We want to help balance the challenges along the entire value chain.”



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This Journal could be termed a journey. It will magic you from the cocoa-growing regions of Africa and Asia, to our global customers, partners and their customers, with a special focus on South America and Eastern Europe. Belgium and France are also on the itinerary, as we visit our colleagues for some indulgent insights into the chocolate side of the Hotel, Restaurant, Catering, Confectionery and Bakery & Pastry businesses.

You will find interesting and varied stories reflecting our strategy and showing its implementation in action. But it is not just about Barry Callebaut. There is a need for more efficient knowledge transfer and exchange between all stakeholders in the complex chain leading from the cocoa bean to the finished chocolate product. In the mid-term, this will determine the success of all players. As the “heart and engine of the chocolate industry,” we want to help balance the challenges along the entire value chain. That is why we initiated a neutral, bi-annual platform: CHOCOVISION. At this first global stakeholder conference, 200 senior leaders and decision-makers from across the value chain, including business, government, international and national institutions, NGOs and the world of science, gathered to discuss the industry’s most pressing strategic issues. You will discover some of its topics – including nutritious cookies for India, the chocolate bar of 2030 and the link between price development and sustainability – in this issue.

Building on the theme of sustainability, we are also bringing you the sequel to a success story: how to get more from less when it comes to running a cocoa and chocolate factory with optimal efficiency. And to keep you on track on your reading journey, be sure to head for our centerfold – a map of the world showing the rich diversity of chocolate taste profiles across the miles.

We hope you enjoy our food for thought.