



Media Information

From the cocoa bean to the finest chocolate product:

Barry Callebaut – the world’s leading supplier of high-quality chocolate and cocoa products

Barry Callebaut has been producing chocolate for more than 150 years, and today is the world’s leading supplier of high-quality chocolate and cocoa products. Its presence in all major markets, its wide-ranging products and services, and its leadership in the area of innovation allow Barry Callebaut to offer custom-tailored products and services at competitive terms, thereby creating sustained value for its customers.



Skilled in the art of chocolate

The company’s core competence revolves around its extensive skills in the art of chocolate – ranging from global sourcing of cocoa beans to the creation and production of top-of-the-line chocolate and cocoa products – and its continual focus on innovation. On average, about 70 percent of the company’s sales volume is generated by products that were introduced to the market within the past five years.



A large portfolio of fine brands

The Barry Callebaut Group is comprised of well-known brands such as Cacao Barry®, Callebaut®, Carma®, Van Houten® and Bendsorp®, all of which have made a material contribution to the development of the chocolate industries by introducing innovative production methods, constantly improving product quality and creating new recipes.



A preferred partner for the entire food industry

As a recognized chocolate and cocoa expert, Barry Callebaut is the preferred supplier of partners worldwide in the food industry as well as in the artisanal and professional sector. The company intends to become the No. 1 supplier in all relevant customer segments and in all major markets across the globe. Barry Callebaut’s customers include:

- **Multinational and national branded consumer goods manufacturers** who incorporate Barry Callebaut ingredients in their products
- **Artisanal and professional users of chocolate**, including chocolatiers, pastry chefs, bakers as well as restaurants, hotels and caterers





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The chocolate expert

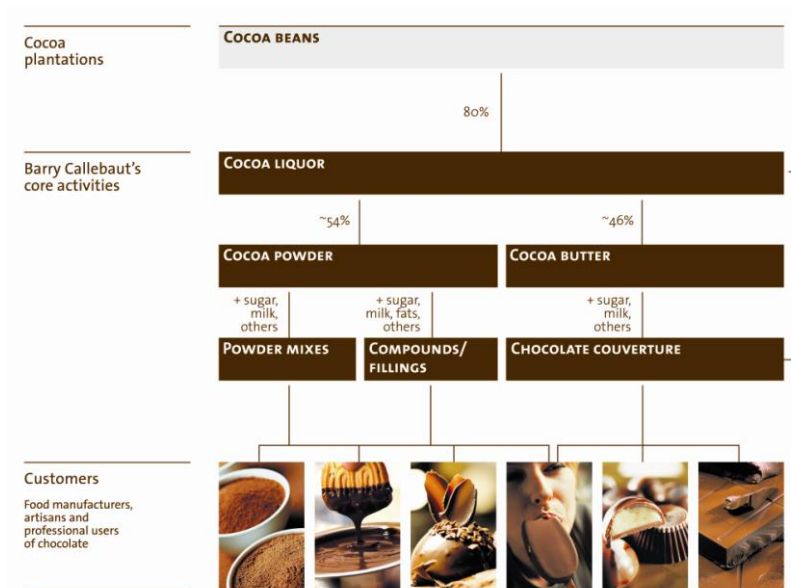
Barry Callebaut is the world's leading manufacturer of high-quality chocolate and cocoa products and represents:

- Over 8,500 employees operating out of more than 30 countries
- More than 50 production facilities
- Annual sales of about CHF 4.9 billion (EUR 4.0 billion / USD 5.4 billion)
- Comprehensive competency in the art of making chocolate – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds.

Barry Callebaut is the global leader in chocolate and cocoa innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. Cost leadership is an important reason why global as well as local food manufacturers work together with Barry Callebaut.

Barry Callebaut is committed to a sustainable cocoa production through its “Cocoa Horizons” initiative and to help ensure future supplies of cocoa as well as improve farmer livelihoods.

Know-How along the entire value chain



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