



# Media Information

**More than 150 years of tradition and innovation:**

## **Barry Callebaut – a global company with European roots**

In 1996 the Belgian chocolate producer Callebaut and the French chocolate company Cacao Barry joined forces, creating a new company called Barry Callebaut. Both Cacao Barry and Callebaut were widely recognized in the food industry as reliable suppliers of high-quality products and as dependable business partners for thousands of wholesale and retail specialists in the chocolate industry. The merger combined Cacao Barry's know-how in procurement and initial processing of cocoa beans with Callebaut's extensive experience in producing and marketing chocolate products.

After 1996, the company continued to grow through geographic expansion into strategic growth markets, outsourcing contracts, innovation and acquisitions. Since 1998 Barry Callebaut has been listed on the SIX Swiss Exchange.



**CALLEBAUT®**



### **BARRY CALLEBAUT**

- 1999** Acquisition of Carma AG in Switzerland
- 2002** Acquisition of the Stollwerck Group in Germany
- 2003** Acquisition of Dutch Group Graverboom B.V. (including Luijckx B.V.)
- 2003** Acquisition of Brach's Confections Holding, Inc. in the U.S.
- 2004** Acquisition of the vending mix business of AM Foods in Sweden
- 2005** Opening of a chocolate factory in California, U.S.
- 2007** Opening of a chocolate factory in Chekhov, Russia
- 2007** Divestment of Brach's Confections Holding, Inc., U.S.
- 2007** Signing of major long-term outsourcing contracts with Nestlé, Hershey's and Cadbury
- 2007** Acquisition of a cocoa factory in Pennsylvania, U.S.
- 2008** Opening of a chocolate factory in Suzhou, China
- 2008** Opening of a sales office and Chocolate Academy in Mumbai, India
- 2008** Acquisition of a 60% stake in KLK Cocoa in Malaysia
- 2008** Sale of African consumer business
- 2008** Opening of four Chocolate Academies in Suzhou, China; Zundert, The Netherlands; Chekhov, Russia; and Chicago, U.S.
- 2008** Acquisition of IBC, specialist in decorations, in Kortrijk-Heule, Belgium
- 2008** Outsourcing agreement with Morinaga in Japan and start of production in new factory
- 2008** Acquisition of a 49% stake in Biolands, Tanzania
- 2009** Opening of a chocolate factory in Monterrey, Mexico
- 2009** Sale of Asian consumer business to Hershey's
- 2009** Acquisition of Danish vending mix company Eurogran
- 2009** Acquisition of Spanish chocolate maker Chocovic, S.A.
- 2010** Opening of a chocolate factory in Extrema, Brazil
- 2010** Signing of a major global supply agreement with Kraft Foods Inc.
- 2011** Acquisition of remaining 40% stake in Barry Callebaut Malaysia, formerly KLK Cocoa
- 2011** Signing of a long-term outsourcing agreement with Chocolates Turin, Mexico
- 2011** Sale of European Consumer Products business to Belgian Baronie Group

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- 2011** Barry Callebaut and P.T. Comextra Majora enter into joint venture to form P.T. Barry Callebaut Comextra Indonesia
- 2012** Acquisition of American chocolate decorations manufacturer Mona Lisa Food Products, Inc.
- 2012** Acquisition of the Spanish la Morella nuts
- 2012** Launch of new “Cocoa Horizons” initiative based on new strategic pillar “Sustainable Cocoa”
- 2012** Purchasing Chatham facility from Batory Industries Company in Ontario (Canada)
- 2012** Signing of long-term outsourcing/partnership agreement with Unilever, Grupo Bimbo (Mexico), and Morinaga (Japan)
- 2012** EFSA issues a positive Scientific Opinion on Barry Callebaut’s health claim on cocoa flavanols
- 2013** Signing of the first long-term outsourcing agreement in South America with Arcor
- 2013** Acquisition of ASM Foods AB in Sweden and signing of first long-term outsourcing agreement in Scandinavia with Carletti A/S
- 2013** Opening of an expanded state-of-the-art chocolate factory in Toluca, Mexico
- 2013** Acquisition of the cocoa business of Singapore-based Petra Foods
- 2013** Inauguration of the first Cocoa Center of Excellence to promote advanced agricultural techniques in Côte d’Ivoire
- 2013** Opening of a cocoa factory in Makassar, Indonesia (with Joint-Ventur partner P.T. Comextra Majora) and a chocolate factory in Eskişehir, Turkey
- 2013** EU Commission approves Barry Callebaut’s health claim on cocoa flavanols

Today, Barry Callebaut is the world market leader in high-quality chocolate and cocoa products and the only fully integrated company with a global presence in the sector. The company has evolved from a supplier of industry and specialty chocolates for industrial and artisanal customers into a provider of integrated solutions, from the cocoa bean to the finest chocolate product, to the entire food industry. As the outsourcing partner of choice, Barry Callebaut has an estimated 40% share of sales volumes in the open market. Barry Callebaut offers over 6,000 recipes to its customers, allowing it to cater to local taste preferences around the world.

Latest update: November 2013