From the cocoa bean to the finished chocolate product:

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

Barry Callebaut has been producing chocolate for more than 150 years, and today is the world's leading supplier of high-quality cocoa and chocolate 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 cocoa and chocolate products – and its continual focus on innovation. On average, about 75 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® and Van Houten®, 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 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 supplier of high-quality cocoa and chocolate products and represents:

- About 6,000 employees in 27 countries
- Around 40 production sites
- Sales of about CHF 4.6 billion in fiscal 2010/11 (ended August 31, 2011)
- Comprehensive competency in the art of making chocolate – from the cocoa bean to the finished chocolate product

Barry Callebaut is the global leader in cocoa and chocolate innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. Cost leadership is another important reason why global as well as local food manufacturers work together with Barry Callebaut. Through its broad range of sustainability initiatives and research activities, the company works with farmers, farmer organizations and other partners to help ensure future supplies of cocoa and improve farmer livelihoods.

Know-How along the entire value chain

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