Newsflash

Praline-maker Van Coillie switches to Barry Callebaut's Quality Partner Program

Wieze/Belgium, November 13, 2012 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, announces that praline-maker Van Coillie, which has been a company customer since 1976, has switched its production to products of Barry Callebaut's unique Quality Partner Program (QPP). QPP is a long-term sustainability program, aimed at assisting cocoa farmers in Côte d'Ivoire and Cameroon by means of trainings and support, in order to help improve the livelihoods of cocoa farmers and their communities, as well as the quality of the cocoa.

Extensive expertise in creating Belgian pralines, with a sustainable touch

Van Collie has used top quality cocoa beans, premium butter and cream for its Belgian top quality chocolates for more than 30 years. Only exceptional standards are good enough for both Barry Callebaut and Van Coillie: luxury, premium raw materials, creative craftsmen, knowledge, experience, and passion, among others.

"We are delighted that Van Coillie, as a loyal customer, has decided to become part of our Quality Partner Program by switching to QPP cocoa beans. This will allow end-consumers to buy chocolate made with sustainable cocoa and thus support the future of quality cocoa," says Sofie de Lathouwer, Marketing Director Food Manufacturers Western Europe at Barry Callebaut.

The finest quality, sustainability and authenticity are critical values both for Barry Callebaut and for Van Coillie. The Quality Partner Program undoubtedly contributes to those values: "After having seen the work actually delivered on the field in Côte d'Ivoire, we are fully convinced of the merits of the Quality Partner Program. In the context of openness to new challenges and investments in the future, we are enthusiastic to become an even bigger part of Barry Callebaut's continuous quest for top quality cocoa produced in a sustainable way," adds Koen Ameye, praline-maker at Van Coillie.

Quality Partner Program: working together towards a better quality of life for cocoa farmers and their families

Barry Callebaut is convinced that the future of quality chocolate is closely linked with that of cocoa farmers. Therefore, in 2005, the company launched its own Quality Partner Program in Côte d'Ivoire, aiming to secure the production of sustainably grown cocoa. In 2010, QPP was expanded to Cameroon as well. QPP is a long-term sustainability program based on direct partnerships between Barry Callebaut and farmer cooperatives. QPP enables and encourages farmers to grow and produce cocoa in a sustainable, responsible way. The emphasis of the Quality Partner Program is on quality: the program aims to improve quality in distinct ways, such as farmer training in good agricultural practices and the usage of sustainable production methods, as well as in harvesting and post-harvesting management practices. QPP is also working towards improving the overall quality of life of cocoa farmers and their families by offering opportunities to earn more from higher yields and the improved quality of the crops, as well as through improved access to health care and education.

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BARRY CALLEBAUT

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Barry Callebaut (www.barry-callebaut.com):
With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) for fiscal year 2011/12, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest chocolate product. Barry Callebaut is present in 30 countries, operates around 45 production facilities and employs a diverse and dedicated workforce of about 6,000 people. Barry Callebaut serves the entire food industry focusing on industrial food manufacturers, artisans and professional users of chocolate (such as chocolatiers, pastry chefs or bakers), the latter with its two global brands Callebaut® and Cacao Barry®. 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.

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