



# News Release

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## **Reinforcing position as local market leader in industrial chocolate Barry Callebaut inaugurates second factory in Mexico, significantly increasing production capacity**

- **Barry Callebaut further strengthens its local presence, moving closer to customers in the Mexico City region**
- **Increased annual production capacity to 65,000 tonnes with a total investment of CHF 45 million (MXN 635 million / USD 48 million / EUR 37 million)<sup>1</sup>, creating more than 140 jobs**
- **Toluca as a strategic location to manufacture and distribute chocolate products for the local Mexican market as well as other markets in Central America**

*Zurich, Switzerland / Toluca de Lerdo, Estado de Mexico, Mexico – June 28, 2013* – Barry Callebaut AG, the world's leading manufacturer of high-quality cocoa and chocolate products, today officially inaugurated its expanded state-of-the-art chocolate factory located in Toluca, 65 km southwest from Mexico City.

As announced in June 2011, Barry Callebaut acquired the industrial chocolate and compound production facility in Toluca from Chocolates Turin to further strengthen the company's presence in fast-growing emerging markets. In January 2012, Barry Callebaut announced the expansion of the acquired factory based on the signing of a long-term outsourcing agreement with Grupo Bimbo.

Together with its chocolate factory in Monterrey (Mexico), the extension of the factory in Toluca marks an important cornerstone in Barry Callebaut's strategy to expand into emerging markets that offer above-average growth opportunities. For Barry Callebaut, it makes Mexico the fourth biggest country in terms of liquid chocolate production capacity worldwide.

Dave Johnson, President of Barry Callebaut's Region Americas, said: "We are very proud to further strengthen our local presence in Mexico with our state-of-the-art factory in Toluca, next to the country's economic center. Moving closer to our customers puts us in an even better position to continue opening up the Mexican confectionery market. This attractive market is expected to grow significantly over the next years."

Jesus Carlos Valencia, the General Manager of Barry Callebaut in Mexico, added: "Today's opening of our second local factory is a strong symbol of Barry Callebaut's commitment to the Mexican market. With the extended capacities, we are able to reinforce our position as the local leader as well as to further build our market share in other countries in Central America."

With an annual production capacity of around 65,000 tonnes, Toluca will be among the largest factories within Barry Callebaut's global network, offering more than 140 jobs. Since fiscal year 2011/12, the total amount invested in the Toluca factory is approximately CHF 45 million (MXN

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<sup>1</sup> See also previous announcement of June 27, 2011: "Barry Callebaut signs new outsourcing agreement in Latin America" and of January 17, 2012: "Signing of new supply agreement in Latin America: Barry Callebaut to become long-term supplier of Grupo Bimbo."



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635 million / USD 48 million / EUR 37 million). Barry Callebaut's new factory in Toluca integrates a high level of automation and meets the highest quality standards to guarantee maximum food safety.

Barry Callebaut established operations in Mexico in 2009 when it opened its first chocolate factory in Monterrey, Nuevo Leon. After four years of actively being present in the domestic market, the company became the largest manufacturer of chocolate on an industrial scale in Mexico, providing more than 300 jobs and manufacturing chocolate products for small to large food manufacturers in its two local factories. Barry Callebaut operates ten chocolate, two cocoa and one combined (cocoa and chocolate) factories in the Americas.

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**Barry Callebaut ([www.barry-callebaut.com](http://www.barry-callebaut.com)):**

*With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) in 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 operates out of 30 countries, runs more than 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 Cocoa Horizons initiative and research activities, the company engages with farmers, farmer organizations and other partners to help ensure future supplies of cocoa and improve farmer livelihoods.*

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