

# News Release

## Driving ‘smart growth’ through greater customer proximity Barry Callebaut envisages expansion in Southeastern Europe

- **New state-of-the-art factory to be constructed in Novi Sad, Serbia, and expected to be operational by 2021**
- **Initial annual production capacity of over 50,000 tonnes**
- **New factory will have all the necessary capabilities to supply existing and new customers in the rapidly growing markets of Southeastern Europe**

*Belgrade/Serbia, April 18, 2019* – The Barry Callebaut Group, the world’s leading manufacturer of high-quality chocolate and cocoa products, today signed a Memorandum of Understanding with the Government of Serbia and the City of Novi Sad to construct its first chocolate factory in Southeastern Europe. The state-of-the-art facility will be located in Novi Sad, Serbia, about 90 km northwest of the country’s capital Belgrade, and is planned to have an initial annual production capacity of over 50,000 tonnes. Total investment volume over a period of five years is projected to amount to EUR 50 million (CHF 56.7 million). The factory is expected to be operational by 2021. Before the signing, the Barry Callebaut delegation was welcomed by Serbian President Aleksandar Vučić.

Antoine de Saint-Affrique, Chief Executive Officer of the Barry Callebaut Group, said: “Barry Callebaut has been very successful in Southeastern Europe over the past few years. Novi Sad is the perfect location for us: It is the second largest city in Serbia, it has a reputable university and thus offers us access to the resources we need to realize our plans. With the new factory in Novi Sad, in line with our ‘smart growth’ strategy, we will be able to expand our footprint in the region and supply current as well as new customers with a wide range of chocolate, compound and filling products. The factory will serve as a regional hub from which Barry Callebaut can address the rapidly growing chocolate markets of Southeastern Europe.”

Aleksandar Vučić, President of Serbia said: “We are very happy and proud to welcome an export oriented market leader into Serbia’s food industry. Not only will Barry Callebaut bring state-of-the-art technology and expertise to our country but also investments and employment for our people. Serbia will do its utmost to make this a success.”

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*About Barry Callebaut Group ([www.barry-callebaut.com](http://www.barry-callebaut.com)): With annual sales of about CHF 6.9 billion (EUR 6.0 billion / USD 7.1 billion) in fiscal year 2017/18, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs about 60 production facilities worldwide and employs a diverse and dedicated global workforce of more than 11,500 people. The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®. The Barry Callebaut Group is committed to make sustainable chocolate the norm by 2025 to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the Cocoa Horizons Foundation in its goal to shape a sustainable cocoa and chocolate future.*

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