

# News Release

## Japanese chocolate manufacturers, artisans and retailers unite to make sustainable chocolate the norm

- **Japanese chocolate manufacturers, artisans and retailers band together in a virtual press event hosted by Barry Callebaut to voice a shared ambition to create a sustainable future**
- **Artisans continue to lead the way forward through Belgian chocolate brand Callebaut®, which now ensures 100% farmer group traceability in all its products**
- **Sustainability is more important than ever; research shows more than 70% of Japanese consumers believe sustainable chocolate products are more trustworthy and of better quality**

*Tokyo/Japan and Singapore, September 3, 2020* - The Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, hosted an exclusive virtual press event in Japan to announce its collaboration with local chocolate manufacturers, artisans, retailers, and wholesalers such as Morinaga, Yuraku Confectionery, FamilyMart Co., Ltd., G+ Spread, Le Chocolat De H, Chocolate Design and J.Maeda to make sustainable chocolate the norm for the Japanese market.

Since the global launch of [Forever Chocolate](#), its plan to make sustainable chocolate the norm by 2025, Barry Callebaut has persistently pushed for systemic change to the cocoa and chocolate value chain worldwide and in Japan over the past few years. Amongst various efforts, the Swiss company has consistently championed for companies to be purpose-driven and to put sustainability at the heart of their business strategy. They have also led the introduction of Cocoa Horizons, one of its key sustainability programs, as an effective avenue for customers, also the mentioned above, to contribute directly to sustainability efforts in origin countries.

### **Increased focus on sustainability amidst COVID-19 pandemic**

With the long-term shift towards sustainable chocolate because of its positive effects on economic, social and environmental change, several chocolate manufacturers in Japan have reaffirmed their commitment to produce sustainable chocolate even during the COVID-19 pandemic.

In March this year, Yuraku Confectionery pioneered this move by announcing their transition to 100% sustainable chocolate in all their highly popular Black Thunder chocolate bars by 2025. In the coming weeks, leading confectionery maker in Japan, Morinaga, will also introduce its sustainable chocolate products that will be widely available in grocery shops and retailers across Japan. These successful partnerships with Barry Callebaut show it is possible to make a difference on a large scale.

Machiko Miyai, Director and Managing Executive Officer of Morinaga in Japan, said: "With escalating global awareness around environmental issues, as witnessed at the Davos Conference and the Australian wildfires, we were considering how we, as a manufacturer of chocolate, should tackle these issues through our business. At such a time, Barry Callebaut introduced the Cocoa Horizons program as a way for us to make chocolate that is good for the people who eat it, good for the people who make it, and good for the planet. So we decided to start using Cocoa Horizons cacao as the environmentally friendly source."

### **Businesses and consumers are going back to the source**

COVID-19-related disruptions, such as the impact on the livelihoods of cocoa farmers in Africa and Indonesia, have also brought focused attention on the preference of businesses to understand the source of their products. Hence, more chocolate manufacturers, artisans and retailers are turning to sustainability programs like Cocoa Horizons as it is the most direct and effective way to improve the livelihoods of cocoa farmers, eradicate child labour, and protect nature.

Hironobu Tsujiguchi, Chocolatier from Le Chocolat De H, said: "I believe the 'farm to bar' approach is the basis for improving the quality of our creations. We need to tell consumers that a good tasting product begins with the growth and fermentation of raw materials at origin countries. Therefore it is important to be aware of where these ingredients come from and to find added value for the farm and the store."

Barry Callebaut's artisan customers such as Le Chocolat De H have long paved the way for sustainable chocolate through the company's Gourmet product offerings. Under the finest Belgian chocolate brand Callebaut®, cocoa can now be traced back to the Cocoa Horizons farming communities in Ghana, Ivory Coast and Ecuador.

Consumers too, particularly of the Generation Z, are increasingly integrating their social and environmental concerns into their buying decisions. These consumers are mindful of their purchases and want to make social and ethical contributions through their everyday life.

Pascale Meulemeester, Managing Director for Barry Callebaut in Japan, said: "Our bold mission is to change the entire chocolate industry in Japan. We cannot do this alone, and we are not alone. The new Japanese consumers care deeply about our planet and its people and today, as we stand together to represent the chocolate industry in Japan, we are serious about sustainability. Together we will leave a legacy of change for generations to come."

A 2019 consumer insights research<sup>1</sup> by Barry Callebaut revealed that more than 70% of Japanese consumers believe that sustainable chocolate products are more trustworthy, of better quality and in alignment with their values. In fact, 75% of Japanese consumers linked the purchase of sustainable chocolate products with a feel-good factor and more than 50% indicated that they would buy sustainable chocolate in the future.

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All photos related to this announcement can be found in Barry Callebaut Asia Pacific's Flickr photo album: [bit.ly/ForeverChocolateinJapan](https://www.flickr.com/photos/barrycallebaut/). This press release can also be found on PR Newswire.

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

*With annual sales of about CHF 7.3 billion (EUR 6.5 billion / USD 7.4 billion) in fiscal year 2018/19, 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 more than 60 production facilities worldwide and employs a diverse and dedicated global workforce of more than 12,000 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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<sup>1</sup> Forever Chocolate Sustainability Consumer Research by Barry Callebaut, June 2019



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