

Creating new chocolate experiences

Innovation is at the heart of our business and our corporate strategy. We consistently push the boundaries, exploring new technologies, discovering new applications of the cacaofruit and catering to the latest consumer preferences. In the past fiscal year, we launched groundbreaking innovations, showing our second to none innovation capabilities.

In February 2020, we introduced the 100% dairy-free ‘Milk Chocolate’ as part of our ‘Plant Craft’ range. This chocolate satisfies the growing demand for plant-based indulgence, particularly among millennials and centennials. They want food and drinks that are tasty and good for them and also good for the planet and its people.

In September 2019, we launched ‘Cacaofruit Experience’, a next-generation food & drink category. As part of ‘Cacaofruit Experience’, we introduced the delicious WholeFruit chocolate, a fresh, fruity delight made from 100% pure cacaofruit, to the artisan world.

Under the new brand Cabosse Naturals, we launched a range of 100% pure cacaofruit ingredients. Whereas normally 70% of the cacaofruit is discarded as waste, we make use of the entire fruit: its beans, its nutrient-dense peel and its fresh and fruity pulp and juice.

Besides exploring trends, we are continuously developing new ways of applying cutting-edge technology to the art of chocolate making. In February 2020, Mona Lisa, Barry Callebaut’s global decoration brand, launched ‘Mona Lisa 3D Studio’, the world’s first personalized 3D printed chocolate at scale. Mona Lisa 3D Studio is a printing design service for chefs and brands. It can print thousands of pieces at a time – in entirely new chocolate shapes and in best quality: these previously unseen chocolate experiences are made with sustainably sourced premium Belgian dark chocolate.

Through such innovation, we are creating new chocolate experiences that excite consumers, help to unleash the creativity of artisans, cater to trends and are better for the planet. More to come!

“We constantly push boundaries.”

Pablo Perversi, Chief Innovation,
Sustainability & Quality Officer;
Global Head of Gourmet



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chocolate at scale