

# News Release

New CHOCOLATE ACADEMY™ Center calls on all artisans, pastry chefs, confectioners, bakers and caterers to push the limits of creativity with Carma® chocolate

Carma® celebrates a new CHOCOLATE ACADEMY™ Center at the heart of Zurich, Switzerland

- **Carma® celebrates its Swiss roots and the historical role of Switzerland in chocolate worldwide with a brand new CHOCOLATE ACADEMY™ Center at the heart of Zurich, Switzerland**
- **The new CHOCOLATE ACADEMY™ Center will offer artisans, pastry chefs, confectioners, bakers and caterers world-class support and inspiration to run successful business and explore chocolate science and techniques**

*Zurich/Switzerland, September 21, 2021* - Carma®, true to its mission to push the Swiss chocolate culture further within the Barry Callebaut Group, today celebrated the inauguration of a new CHOCOLATE ACADEMY™ Center at the heart of Zurich, Switzerland. The new CHOCOLATE ACADEMY™ Center will inspire, teach and support artisans, pastry chefs, confectioners, bakers and caterers to co-create the chocolate delights of tomorrow with Carma products.

The Zurich CHOCOLATE ACADEMY™ Center welcomes artisans and professionals willing to improve their chocolate skills and learn about new trends, techniques and recipes. Every week, more than thousand craftsmen attend events dedicated to pushing the limits of chocolate creativity and innovation in the 23 Barry Callebaut's Chocolate Academies worldwide. In Zurich, the Carma community will benefit from the local support of five great chefs, on top of the 80 chefs from other Chocolate Academies worldwide. In those infrastructures, our Chefs can cater to each and every question on cocoa, and chocolate techniques.

The new Zurich CHOCOLATE ACADEMY™ Center will host master classes where talented chefs and industry experts from around the world will share their passion, innovative ideas and chocolate expertise. And these are extended to online too. The Zurich center will also provide a forum for dialogue with customers through demonstrations, innovation workshops as well as inspirational events, offering everyone to join the Carma® community.

Speaking about today's celebration, Luciana Santos, Director of CHOCOLATE ACADEMY™ Centers and Trade Marketing in Switzerland, commented "We are excited to welcome professionals and chocolate lovers in our new state of the art hub in Zurich, and we are very much looking forward to share our expertise, creativity and inspiration with them."

The new Zurich CHOCOLATE ACADEMY™ Center is a testament to Carma's Swiss roots and the historical role of Switzerland in chocolate development worldwide. In unison with what Barry Callebaut's homeland stands for: extreme precision, attention to detail and pride in 100% sustainable ingredients - sugar and milk sourced locally - Carma® aims to support the ambitions of artisans and chefs to create memorable moments with the smooth taste and texture of Swiss chocolate. For nearly 90 years, Carma's Swiss chocolate masters have been creating ingredients of highest quality and workability, allowing artisans, bakers and pastry chefs to unleash their creativity. After almost nine decades, Carma® continues to be recognized for its extraordinary solutions and the finest Swiss quality of its products.

Speaking about today's opening, Eric Singy, Sales Director Gourmet Switzerland at Barry Callebaut, added, "Not only are we celebrating a milestone for Carma®, but this marks a special moment for the Swiss chocolate industry. It reaffirms our commitment to Switzerland, and its critical role in chocolate history worldwide. The new CHOCOLATE ACADEMY™ Center in Zurich is an invaluable asset to Swiss chocolate professionals and artisans, offering endless possibilities in

all the aspects related to chocolate and cocoa products. We are taking the local chocolate spirit to new heights and offering everyone to join the Carma® universe”.

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

With annual sales of about CHF 6.9 billion (EUR 6.4 billion / USD 7.1 billion) in fiscal year 2019/20, 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 global brands catering to the specific needs of these Gourmet customers are [Callebaut®](#) and [Cacao Barry®](#), [Carma®](#) and the decorations specialist [Mona Lisa®](#).

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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**Barry Callebaut Zurich CHOCOLATE ACADEMY™ Center – Biographies | chefs****Juan Pablo Colubri - Head of Zurich CHOCOLATE ACADEMY™ Center**

After numerous influential positions worldwide, like Group Executive Pastry Chef at Rhubarb Food Design Ltd in London and Group Executive Pastry Chef US at Hakkasan Group, Argentinian Juan Pablo Colubri took on the lead as Head of CHOCOLATE ACADEMY™ Center Zurich in March 2020.

Awarded as Pastry Chef of the Year 2017 and Top Chef 2018 in Las Vegas Food and Wine Festival, his outstanding work was also acknowledged by HoustonPress in 2017, winning the prize for Best Desserts and awarded with 2nd place in the Truffle Masters competition in 2018. He is looking forward to sharing his passion and extensive knowledge with customers and colleagues.

**Naomi Wahl - Deputy Head of Zurich CHOCOLATE ACADEMY™ Center**

Naomi Wahl's professional career started in 2009 at the Lenôtre school in Paris. She then moved to Montreal, Canada, where she worked at the Sofitel Montreal Golden Mile hotel for almost five years. During that time, she advanced from pastry clerk to executive pastry chef, leading a team of three.

She created and developed the desserts for hotel guests, as well as for the locally renowned Renoir restaurant. Upon returning to Europe in 2014, she worked at the Sonnenberg restaurant before joining the team at the CHOCOLATE ACADEMY™ Center in Zurich. Since 2015 Naomi Wahl has been a part of the Academy, first as an adviser for the export markets and now as Deputy Head assisting the leadership in the local market. Since 2019 Naomi is pursuing her professional Expertise Exam.

**Joel Perriard – Barry Callebaut Chef (Food Manufactures)**

Joel Perriard joined the CHOCOLATE ACADEMY™ Center in 2012 as an adviser and after three years he was promoted to the Head of the CHOCOLATE ACADEMY™ Center. Joel Perriard completed his training as a confectioner in the atelier of Wodey-Suchard in Neuchâtel and later worked as a pastry chef in various restaurants. In 2010 he and his wife ran the Hacienda San Agustin de Callo, a boutique hotel in Ecuador.

Right before he joined our team, Joel worked at the two-Michelin Star restaurant Mesa in Zurich. He won the Young Swiss Confiseur awards in Montreux and fourth place at the Swiss Championships for Young Confectioners in Lucerne.

**Leon Krohn – CHOCOLATE ACADEMY™ Center Chef**

Originally from Germany, Leon Krohn learned the art of pastry-making in France with the French artisan guild “Les Compagnons du Devoir”. After working at Relais Dessert, Sadaharu Aoki in Paris, he expanded his skills and know-how by working for pastry and confectionery shops in Toronto, Grenoble and Marseille.

As sous-chef in R&D he joined the renowned luxury catering company Potel et Chabot, where he worked with Michelin-starred chefs and created desserts for events such as the tennis championship Roland Garros. In 2018, Leon won the plated dessert trophy La toque Breizh at the chocolate salon in Vannes. After six years in France, in 2020 he joined the Zurich CHOCOLATE ACADEMY™ Center as pastry chef where he intends to continue cultivating his passion for chocolate and pastry.

**Carl Ivar Steiner - CHOCOLATE ACADEMY™ Center Intern Chef**

Carl Ivar Steiner’s career started in Uppsala, Sweden. Back in 2014, he did his first culinary training. Later he then moved to Stockholm to work at Miss Voon to learn more about Asian Cuisine. During this time he was also trained to work as a sashimi chef. However, at the dessert section he found the joy of pastry making..

Beginning 2019, Carl joined the team who opened the Hotel Blique by Nobis and Restaurant ARC, where after just one year he was offered a sous-chef position. He also worked during the same period at the Michelin restaurant Operakällaren in the pastry section. In 2020 he began his professional pastry training in Switzerland at Culinary Arts Academy. In the spring of 2021, he joined the Zurich CHOCOLATE ACADEMY™ Center and continues to expand his talent in the world of chocolate.