

BARRY CALLEBAUT

GLOBAL

# TOP CHOCOLATE TRENDS

*2024 & beyond*



# Top Chocolate Trends 2024 & beyond

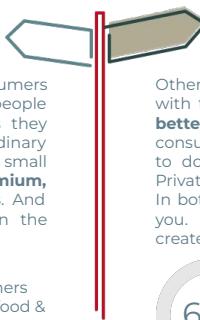
Consumers' attitudes to life are not static but constantly evolving. This impacts the way people indulge in chocolate and other treats. Depending on their mood or mindset, consumers have a specific attitude towards life which will determine the type of indulgence they choose. You can learn more about these insights in our [Future of Indulgence](#) opinion piece, that was informed by multiple sources, including Barry Callebaut Proprietary Consumer Research.

While there will always be a need for **Intense Indulgence** chocolate experiences, we expect consumers to increasingly have a soft health approach to life, increasing the **Mindful Indulgence** chocolate space. Meanwhile, while **Healthy Indulgence** is still in its infancy in chocolate, we know from our consumer research that people are interested in it. So this is definitely a trend to watch within the confectionery segment in the years to come.



# Top Chocolate Trends 2024 & Beyond

Chocolate confectionery is an important and dynamic market, expected to be worth over **€128 billion / \$130 billion** in global retail sales by the end of 2024, with volume growth of **2% CAGR** over the next 5 years to 2027. People are still buying the same amount of chocolate. With the groceries price increase, we see **consumers react in 2 different ways**:



On the one hand, some consumers want to treat themselves. Those people actually spend more on F&B as they want to celebrate, escape the ordinary and treat themselves with a small luxury. These consumers **buy premium, high quality chocolate products**. And they will keep on doing that in the future too.



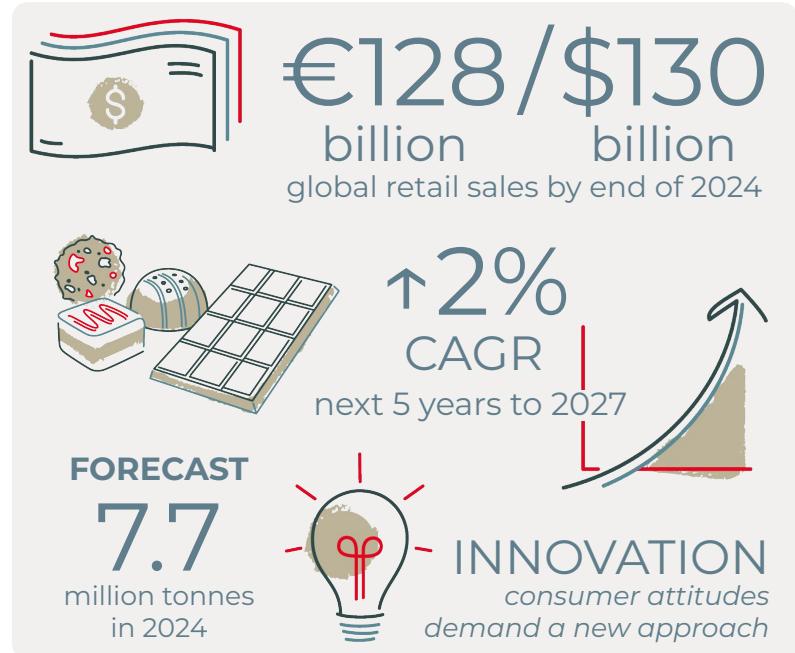
of global consumers **spend more** on food & beverages

Other consumers are trying to be smart with their purchase, they are looking for **better value for money**. These consumers buy less products, buy in bulk to do economies of scale or switch to Private Label. In both cases, there are opportunities for you. Indeed, crisis or change always creates opportunities to capture



of global consumers actively try to **save money** and seek out for more affordable versions of their chocolates.

Read on to understand how the 3 types of indulgences driven by changing consumer attitudes affect the indulgence landscape in the chocolate confectionery market.



# INTENSE *indulgence*

Consumers look for Intense indulgence when they want to enjoy life to the fullest. They want over-the-top and immersive experiences.

**“Chocolate that is a real feast for the eyes and for the taste buds.”**





**INTENSE**  
*indulgence*

## Intense Indulgence all over the world

Most common reason to eat chocolate is for **pleasure** and there are many ways to deliver pleasure with chocolate! Whilst Multi-sensoriality and Seasonal & Gifting are the most established propositions, we see chocolates with a story rising and exclusive chocolates emerging.

### Multi-sensorial experiences

**65%**

of global consumers prefer Chocolate Confectionery that has multiple textures

### Storytelling & origin

**61%**

of global consumers consider chocolates with a unique story about where it comes from / how it is made more premium.

### Seasonal & celebration

**61%**

of all consumers actively seek out for seasonal Chocolate Confectionery.

### Unique & rare experiences

**74%**

of global consumers want to try new & exciting Chocolate Confectionery experiences.

# MULTI-SENSORIAL EXPERIENCES



Consumers are becoming more demanding and experimental. They are seeking products that go further than their expectations and tickle all their senses.

There are 3 key ways to deliver on multi sensoriality in chocolate products: offer new & exciting taste, appeal to the eye or surprise through textures.



“

I always keep texture in mind when creating new chocolate products. It makes them richer, catchier & more interesting.

Even with just one flavor, the creations can be very innovative. By playing with more textures in the same flavor you leverage a product to a completely new experience.

”

**Francisco Moreira**  
Chef Chocolatier  
**Portugal**

# MULTI-SENSORIAL EXPERIENCES

**Confiserie Honold** The cocktail classic made with gin, vermouth and Campari with a pleasantly bitter character and sweet, tart and floral notes. Switzerland, 2023



**Beryl's B.POP Cola Chocolate**  
Delicious bittersweet chocolate with popping candy for extra fun. Malaysia, 2023



**Mr Beast Chocolate**  
New & surprising route to market. Digital Influencer & direct sales to consumer USA, 2023



**Bliss Chocolate**  
Salted caramel cupcake chocolates. UK, Aug. 2023



**Cadbury Dairy Milk Honeycomb and Nuts Milk Chocolate**  
Sri Lanka, Apr. 2023



**Crafter's Café line, Barista-inspired**  
flavors combined with indulgent, premium chocolate. New Zealand, Jun. 2023



**MAGNUM -Billionaire**  
Double gold caramel & biscuit pieces. Global, 2022



**Compartes Chocolate Blocks**  
Hot Fudge Sundae Flavor, USA, Apr. 2023



**Target Pretzel RODS**  
covered in milk chocolate and topped with toffee crunch. US, Dec. 2022

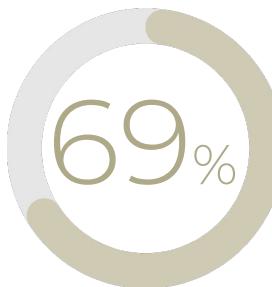


Sources: Innova 2022- 2023

## STORYTELLING & ORIGIN



Some consumers are looking to **escape the ordinary**, take a break from the routine and allow their mind to travel while satisfying their taste buds. Brands can deliver on this through single origin chocolates, unique recipes associated to a specific location or unique craftsmanship.



of global consumers want to know more about **where their Chocolate Confectionery comes from** and what is in it.



of Global consumers prefer **Belgian chocolate** rather than regular chocolate.



Consumers are more curious about the raw material & origin of the specific products. It is important to bring the culture of cocoa and chocolate to the people. Just like with wine, you should be able to tell if it is a good chocolate or not, only by the name.

”

**Davide Comaschi**  
Chef Chocolatier  
**Italy**

# STORYTELLING & ORIGIN



**Fu Wan Bi Luo Chun Nama Chocolate**  
Made from the "Mingqian Top-grade Bi Luo Chun Green Tea Powder" from the century-old Sanxia Tea Garden. Chocolate with the aroma of Taiwan Aglaia Honey, exclusive to Pingtung, Taiwan



**Malagos Chocolate**  
Made from single-origin Trinitario beans grown and processed in Davao City, Philippines



**Billy & Bugga**  
The collection is composed of 5 handcrafted chocolates each one representing a region of Brazil in its tastes, textures and history. Switzerland



**Lauden - Single Origin Fine chocolates**  
64% cocoa bean from a single estate in Madagascar



**Vincent Guerlais**  
Nantes Skyline tablet. France



**LOTUS BISCOFF - Chocolate**  
Introducing premium cookies, with unique recipe, into chocolate with a Belgian quality claim. A biscuit and a chocolate bar in one go. A smart solution to spend less! Belgium



**World Market**  
Chocolate of the World Collection features exciting yet, familiar flavors inspired by destinations around the globe. Flavors include: Stroopwafel, Spicy Chipotle, Almond Biscotti, Dulce de Leche, Sour Cherry, Himalayan Sea Salt and Matcha Green Tea.



## CELEBRATION

## &amp; SEASONAL

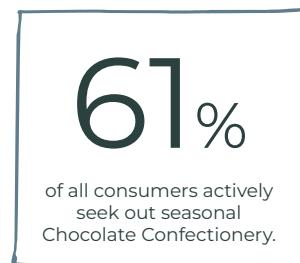


Consumers want to **celebrate life**, whether that's big or small events, by themselves or with others!

Whilst traditional celebrations are the opportunity to share precious moments with our loved ones and offer each other gifts, there is also a need to celebrate smaller moments, more spontaneous and casual. Besides, celebration is not necessarily about sharing, it can also be a 'Me moment'. Finally, people are curious about other traditions and are willing to discover and taste it.



**7 in 10** consumers choose something with chocolate in it when they want to celebrate



People tend to look out for classics & recognizable flavors throughout the year because they absolutely want to enjoy their treat. Nevertheless, for seasonal celebrations, they are more willing to try new exciting things.

**Alistair Birt**  
Pastry Chef &  
UK World Chocolate Master  
**United Kingdom**

# CELEBRATION & SEASONAL



**Vollenweider Truffles**  
A marriage of creamy white ganache with Champagne Rosé Impérial.  
Switzerland



**Ken's Cafe Tokyo Truffles & Pralines Gift Set**  
Assortment of truffles and pralines in a variety of colours and flavors.  
Tokyo



**HIP oat milk chocolate cookies no cream Easter egg**  
Next Gen vegan chocolate that doesn't compromise on taste, plastic free packaging.  
UK, Apr. 2023



**Happy Easter box**  
Mix of a caramel ganache bar and chocolate tasting collection.  
UK



**VOSGES Pumpkin Spice Truffles**  
Introduced in response to customer requests: seasoned with Zanzibar black pepper, Grenadian gold nutmeg, Fijian ginger, Mexican vanilla, and Royal Cinnamon.  
US, 2022



**CHOC AFFAIR**,  
Embrace the flavors of the Spring summer limited collection.  
From the delight of cherry blossom dark chocolate to the bold and citrusy lime dark chocolate.  
UK, Feb. 2023

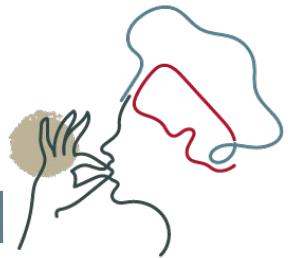


**Jadis et Gourmande Chocolate Love message**  
7 letters of chocolate praliné & gianduja.  
France



INTENSE  
*indulgence*

# EXCLUSIVE & PREMIUM



Some consumers are looking for **unique, rare & exclusive** chocolates because too much of the same chocolate makes it dull after some time or because they want to show off a little and share their expertise with friends!



of the global consumers prefer exclusive products or **limited edition** chocolates.



of the global consumers actively seek out **premium versions** of their favorite chocolates.



global consumers are likely to make a **one-time impulse purchase** when the food is a limited edition.



When I am creating an innovation, I always start from a shape that I find attractive. This way, I build up my concept & story. It is key to create simple concepts, but unique products with nice exclusive esthetics, unusual shapes and good taste.

# EXCLUSIVE & PREMIUM



The **Moodbreaks** range featuring multi-colored chocolate bars that come in fruity flavors, bringing in some color into people's breaks and offer a new taste sensation.

India, Feb. 2023



**JCoco**

Tasting sets of decadent milk and dark chocolates with premium varieties in flavors & textures.

US, Jun. 2023





**NEUHAUS - Duet**  
Select a base, a ganache and create your own pairing for a unique praline!  
Belgium





**Premium Batons - Laderach**  
Switzerland  
Apr.2022





**Highland Chocolatier**  
102 enrobed velvet truffles in a gift box  
UK, Aug. 2023





**Cioccolato Gourmet Diamanti**  
4 types of chocolate and 4 exquisitely flavored fillings give life to delightful new pralines, precious and unique as diamonds.  
Italy, Feb 2023





**Hawaiian Host, KOHO Spring Seeker**  
Everything is in bloom this time of year... from delicate cherry blossoms to bountiful honeycombs, it's a delightful season. The set contains six pieces of luxury artisanal chocolate — 3 Vanilla Caramel and 3 Cherry Blossom Caramel — all fashioned using the finest ingredients.  
Hawaii



# MINDFUL indulgence

Consumers want to indulge without compromising their (physical and mental) well-being, the health of others or the planet.

**“Chocolate that is not only tasty, but also **good** for me and good for the planet.”**



GLOBAL

# MINDFUL INDULGENCE

To indulge mindfully is to choose tasty, good for me and good for the planet chocolates. It is, what we call, the **Triple Play**. You can approach such proposition in different ways. Whilst Sugar reduction is now an established proposition, Plant based is booming and chocolates making most of the cacaofruit are emerging.

## Plant-based

41%

of all consumers say vegan or plant-based chocolates is something they seek out to purchase.

## Sugar solutions

66%

of global consumers are finding 'less sugar' or 'no-sugar' Chocolate Confectionery interesting.

## Natural & clean label

71%

of global consumers agree that chocolates with clean labels are more trustworthy.

## Sustainable & traceable

57%

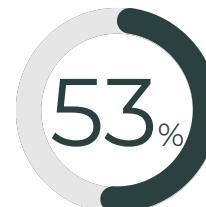
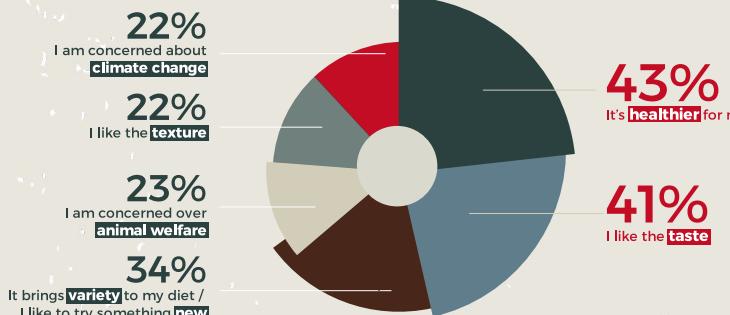
of global consumers actively seek out for sustainably produced chocolates.

MINDFUL  
*indulgence*

# PLANT-BASED BOOM

Plant-based consumers, primarily flexitarians, want tasty, healthy & good for the planet chocolate products. They are not fully satisfied by the current chocolate offer so let's celebrate what nature has to offer!

## KEY MOTIVATIONS TO CONSUME PLANT-BASED CONFECTIONERY <sup>(1)</sup>



of global consumers think that every Chocolate Confectionery brand should have a **plant-based**, vegan or dairy-free option.



of global consumers agree that dairy-free Chocolate Confectionery is better for them than those with dairy.

MINDFUL  
indulgence



The increasing demand on 'better for you' propositions without compromising on taste will continue to grow. Consumers are extremely judgemental about plant-based products. They should be similar to the originals and the taste remains the most important. The fact that it is vegan is like the cherry on the cake.

**Marike van Beurden**  
Chef Chocolatier & Co-founder  
Be Better My Friend  
Netherlands

# PLANT-BASED BOOM



**Lindt**  
Hello vegan creamy hazelnut eggs with oat drink powder & almond pulp.  
Switzerland, May 2023



**HARRODS**  
A vegan bubbly chocolate bar filled with silky aerated chocolate, Harrods Perla Negra coffee caramel and roasted milk-chocolate shortbread biscuit.  
UK, Aug. 2022



**VIVIR**  
Vegan Peanut Butter Chocolate cups, no sugar, gluten, lactose.  
Peru, Jan. 2023



**LOVO** Range of plant based milk chocolate. USA Apr. 2023



**Daarzel THE OG**  
46% Indian origin vegan coconut milk chocolate.  
Apr. 2023, India



**Wallaby**  
Vegan Cookie dough bites dipped in dark chocolate : macadamia with maple or hazelnut.  
Australia, Jun. 2023



**ALDI**  
Assortment of alcohol-free vegan dark chocolates  
Includes crispy nougat cream, raspberry chocolate, orange, sea salt caramel, and coffee.  
Germany, Jun. 2023



**MARS WRIGLEY & PERFECT DAY - Vegan CO2COA**  
Animal-free dairy chocolate bar  
USA, Jun. 2022

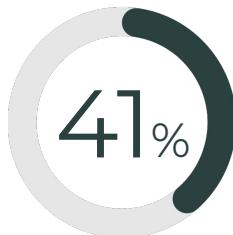


# SUGAR REDUCTION ON THE RISE

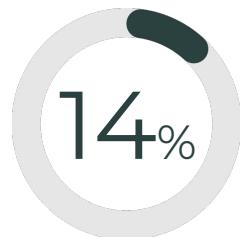
One of the key concerns for the consumers remains **sugar intake**. The low carb & keto diets have also gained traction and accelerated the Sugar Reduction agenda. The key challenge remains to offer a **tasty, without added sugar** and clean label chocolate.



of all consumers would love a tasty milk chocolate with **more cocoa and less sugar**



of global consumers are trying to **limit their sugar intake**



of global consumers are **avoiding sugar entirely**



MINDFUL  
indulgence

I am constantly exploring and experimenting to understand the consumer's wishes on special diets and health focus. It is a challenge and a motivation to learn about the new dietary options and to discover what ingredients can be used in my new creations.

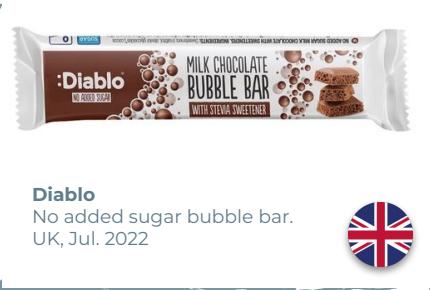
”

**Maricú Ortiz**  
Pastry Chef  
**Mexico**

# SUGAR REDUCTION ON THE RISE



Zero sugar -  
Reese's  
USA, Jul. 2022



Diablo  
No added sugar bubble bar.  
UK, Jul. 2022



Flormel Mini  
Chocolate Bombom  
with Coconut  
Zero added sugar.  
Sweetened with  
thiamatin.  
Brazil, Mar. 2023



Dove  
50% Reduced Sugar,  
Lightly Sweetened  
Milk Chocolate.  
China 2023



Frankonia High Protein  
White Hazelnut Crisp  
Lower Carb Chocolate  
Portugal, Sept. 2022



AI created chocolate  
bar with 30% less  
sugar - Valio AI  
UK, Sept. 2022



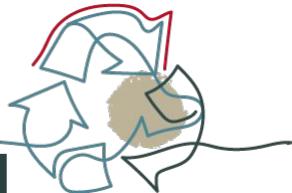
60 Calories  
50mg of Caffeine  
3g Net Carbs  
0g Sugar



AWAKE Perfect for that  
3pm slump, our delicious  
NO SUGAR ADDED Dark  
Chocolate bites are only 60  
calories each and contain  
as much caffeine as half a  
cup of joe without any  
added sugar, we call it  
KETO with a KICK!  
USA, Oct. 2022



# NATURAL & **CLEAN LABEL**



When looking for healthier chocolates, **less can be more.**

In that sense, consumers especially value:

- ✓ Natural and authentic ingredients
- ✓ Streamlined ingredient lists
- ✓ Free-from claims.



of all consumers would love a pure chocolate, without **e-numbers or artificial flavors and colours.**

**66%** of global consumers are interested in Chocolate Confectionery where the bad & unhealthy ingredients are reduced or completely removed.

**60%** of global consumers are interested in purchasing organic Chocolate Confectionery.



People will always want to treat themselves. Also people with specific dietary preferences still want to enjoy their chocolates.

Especially in cities, there is a rising demand for chocolate that fits dietary preferences, such as celiac-friendly, dairy free and sugar-free.

”

**Lauren V. Haas**  
Chef Chocolatier  
**United States**

# NATURAL & CLEAN LABEL



**Trü Frü, Real fruit** hyper chilled/dried covered in Ruby chocolate, nature's fruit & clean ingredients; Non GMO, Award- winning snack.

USA, May 2022



**Funky fat chocolates**  
Organic MCT oil chocolate, high fat.

Spain, Mar. 2022



**Siamaya chocolates**  
Natural, pesticide free, no GMO ingredients.

Thailand, 2022



**Taucherli Menschenliebe Chocolate**  
69% cocoa  
Natural & organic ingredients.

Switzerland



**Mason Cafe Latte Chocolate**  
Made with organic ingredients and coconut milk. It is vegan, gluten free & soy free.

India



**T-Select Go! Nuts**  
Pistachio Flavor, Natural, Gluten Free & No added colors.

Canada, Apr. 2023



**Buttermilk Plant Powered Caramel Nougat Choccy Bars**  
"Treat yourself better.  
Palm oil free. Zero waste.  
Dairy free. Natural ingredients. Gluten free.  
No nasties. No artificial colors or flavors.  
Award-winning bars."

UK, Jun. 2023

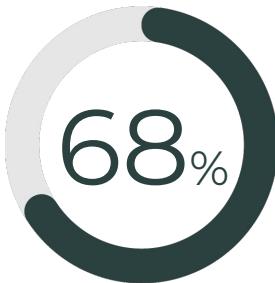


# SUSTAINABILITY & TRACEABILITY



Consumers are more and more interested in how the entire chocolate process is made more **ethical for the farmers and more sustainable** when it comes to the manufacturing and the packaging.

**Transparency and Traceability** is a must to build trust towards consumers.



of global consumers prefer chocolate brands and products that allows them to do good for the people and the planet.

## TOP 3 CLAIMS OF ALL PRODUCT LAUNCHES 2022 (1)

Ethical - packaging · **52%**

Ethical - human · **35%**

Ethical - environment · **24%**



of global consumers actively seek out Sustainable produced Chocolate Confectionery.

People want to know to source of their chocolates. This is their number one criteria. They want to understand the whole bean to bar model and appreciate the transparency of it . For me, this model allows me to have full control of the recipe and the amount of other ingredients that we use in each creation.

**Janice Wong**  
Chef Chocolatier  
**Singapore**



**MINDFUL**  
*indulgence*

# SUSTAINABILITY & TRACEABILITY



**Moo free** is a small family business, dedicated to using ethically sourced ingredients and recyclable packaging. Their factories send 0% waste to landfill and their wonderful team includes several amazing autistic people. UK, May 2023



**Ben & Jerry's** joins forces with **Tony's Chocolonely** to make chocolate 100% modern slavery free - With tasty, NEW chocolate and ice cream treats to celebrate. US Jan. 2023



**ROSALIE's** premium chocolate bonbons & Cocoa Horizons. Good for you, good for the planet and good for cocoa farmers & their children. BELGIUM



**Singapore's Pure Imagination**, a range of small-batch bean-to-bar chocolate made with ethically sourced cocoa from Peru, Colombia, Ecuador, Thailand and the Philippines.



**Estela 60% Cocoa Chocolate**  
100% organic and single-origin chocolate. Naturally gluten-free. Supports the sustainability of different health programs and homes of the social works of Santo Hermano Pedro, who help more than 350,000. Guatemala, Apr. 2023



**The Makea Moka** bag is one of Fazer's bold efforts to reduce food loss. Fazer chocolate bars that don't meet weight requirements or contain enough flavoring, such as crushed nuts or toffee crumbs, will now be cut to pieces and bagged. Oct. 2022



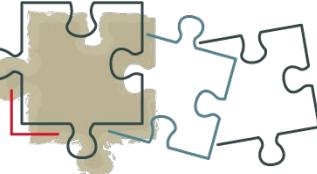
**Mauna Loa & Cocoa Horizons** have partnered to invest in the farmers who produce the chocolate and to play a role in improving their communities. HAWAII



**Nestle KitKat Orange Milk Chocolate Covered Wafer Fingers** with recyclable packaging. UK, Feb. 2023



# TRIPLE PLAY



Consumers are looking for **Tasty, Good for me & Good for the planet** chocolates, that's the triple play.

To unlock this, we need to go to the source of the chocolate, the cacaofruit and make the most of it. While in the past, 70% of the cacaofruit was thrown away, we are now not only using its seeds (the beans) but also its fresh juicy pulp is upcycled to craft delicious chocolates, allowing consumers to make a positive impact with every bite.



Taste is the key element when it comes to chocolate consumption. But ticking off two more boxes as good for me and good for the planet is a triple win that I care about. Doing the right thing for the planet, even when it comes to creating chocolate products, is a step towards a better future.

”

**Joël Perriard**  
Chef Chocolatier  
Switzerland

TRIPLE  
PLAYMINDFUL  
indulgence

**Lindt Excellence Cocoa Pure**  
Made 100% from the cacao fruit, nothing else. 82% from cocoa beans and 18% from cocoa pulp. US 2023



**Vine to Bar** is a new company that takes fermented Chardonnay grapes—leftover after being pressed into juice—and mills them into a fine powder that's blended into dark chocolate. The final product is full of healthy flavonols and prominent fruit notes that temper the bitterness of the cocoa. USA, Jan. 2023



**WAITROSE Whole Fruit Chocolate**  
100% pure cacaofruit



**Blue Stripes**  
The chocolate industry wastes 70% of the cacao pod using the beans only. USA, Sept. 2022



**Marou Bar**  
Delicious, vegan & ethically-sourced. Marou commit to quality, while staying eco-conscious with 100% recyclable, plastic-free packaging. Vietnam



**Jeff de Bruges**  
A cacaofruit chocolate bonbon filled with cacaofruit coulis and enrobed in rich milk chocolate and sprinkled with cacao bean bits. Belgium, Jul. 2023



**Confiserie Vandebulcke - Cabosse**  
Pralines with a fruity filling made with upcycled cacaofruit pulp  
Winner of the ISM'22 Innovation Awards. Belgium





Consumers looking for healthy indulgences actively and intentionally make choices that have a positive impact on their health.

**“Chocolate fortified and functional, a food for **health**.”**



# HEALTHY INDULGENCE

HEALTHY  
indulgence

Healthy indulgence products are rich in macro & micro nutrients which actively and positively impact consumers' physical and mental wellbeing. It's about positive nutritional products featuring ingredients with proven benefits like vitamins, minerals, fibers, and flavanols. Even better if the nutrients are naturally occurring from the whole food itself, straight from nature.

Chocolate is a food naturally rich in nutrients, flavanols for instance. While it's still a niche market, almost 70% of global consumers would love a healthy-boosted chocolate (for example with macro/micronutrients).

## Living the Healthier Life

65%

of consumers seek out for chocolate products that align with their desire for a healthier lifestyle.

## Functional Foods

69%

of all consumers are interested in chocolates with healthy or good for you ingredients.

## Snacking is Changing

74%

of global consumers would like to have snacks that are nutritional too and that provide them with energy.

## Mental Care

71%

of all consumers would like chocolates that supports their mental health.

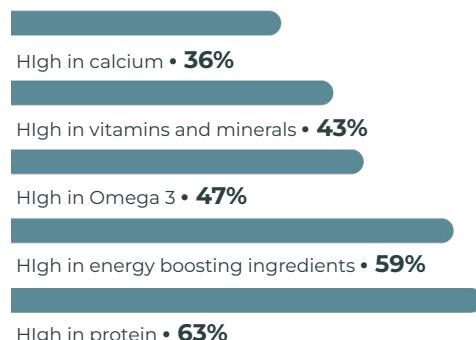
## FUNCTIONAL CLAIMS



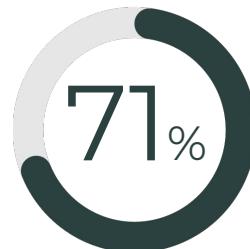
## HEALTHY INDULGENCE

Chocolates and treats are shifting to have a whole spectrum of **health benefits**. From chocolates made with immunity-boosting vitamins and nutrients, to products with physical and mental health claims, to goodies that benefit gut health, there's a **new generation of healthy chocolates** appearing on the market for consumers to try.

**How appealing are the following claims related to chocolate products? (1)**



of global consumers have purchased a probiotic in chocolate format in 2022



of global consumers would love a healthy boosting chocolate.



Consumers are very diversified in their demands when it comes to food & treats. From asking the most sinful chocolate cake to the most healthiest version of it. Even for our most sold products we have to come with a new and healthier version.

**Vinesh Johny**  
Pastry Chef  
India

# FUNCTIONAL CLAIMS

# HEALTHY INDULGENCE



**BEAUTY BAR** Chocolate for inner peace, focus and glowing skin.  
Gluten free , Dairy free , Vegan, Paleo, Keto friendly, Organic and non-GMO.  
US, Apr. 2023



**Nick's**  
Loaded with prebiotic fibers that stimulate the growth of good gut bacteria and boost your immune system.  
Sweden, Feb. 2023



**Oobli** The first-ever, sweet-protein-powered chocolate bars that are gut-friendly and diabetic-friendly. Uses a proprietary microbial fermentation process to produce nature-identical sweet proteins.  
US, Dec. 2022



**Goodness**  
Prebiotic milk chocolate  
Improves gut health & absorption of vitamins & minerals.  
India, Dec.2022



**Glico GABA for Sleep Chocolate**  
Contains 100 mg of GABA (γ-aminobutyric acid), which is reported to improve quality of sleep.  
Japan



**Caim** India's 1st Pro-Melatonin sleep formulation created using NO Synthetic Melatonin. A powerful synergistic blend of herbs that not only helps in boosting the production of natural melatonin in the body, but also improves quality of sleep.



**Awsum Zesty Orange**  
60 Percent Rich Dark Cocoa Chocolate Zero added sugar. High protein.11 essential vitamins and minerals. Power of ayurvedic super herbs. Ayurvedic wisdom. Wholesome goodness. 100% vegetarian. Natural energy. Brain fuel. Mood boost.  
India, Feb. 2023



**MELLO - Relaxing chocolate**  
Infused with botanicals Lemon balm and L-Theanine to help you unwind.



TOP CHOCOLATE  
**TRENDS**

*2024 & beyond*

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