

Barry Callebaut appoints Alvaro Alonso as President Western Europe

Zurich, Switzerland, September 16, 2025 – Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa solutions, today announced the appointment of Alvaro Alonso as President Western Europe, effective November 1, 2025. He joins Barry Callebaut from global consumer goods leader Beiersdorf.

In his new role, Alonso will oversee Barry Callebaut's Western Europe business, reporting directly to CEO Peter Feld. He will also become a member of the company's Extended Leadership Team.

A Spanish national, Alonso brings more than 30 years of experience in the consumer goods industry. He spent over 14 years at Beiersdorf, most recently leading the Central and Eastern Europe region. Previously, he was responsible for the company's North America business for more than five years, after serving as General Manager for Mexico and Iberia. Earlier in his career, Alonso held leadership and sales positions at Carrefour and Unilever. He has also served on the boards of various NGOs and trade organizations. Alonso holds a double degree in Law and Economics from Universidad Pontificia de Comillas in Spain.

Peter Feld, CEO of Barry Callebaut, said: "We are very pleased to welcome Alvaro to Barry Callebaut. He is a seasoned global business leader with a passion for growth and innovation and brings many years of experience in the consumer goods industry and the European market. Combined with his deep understanding of delivering the highest quality to consistently meet and exceed our customers' needs, he will be instrumental as we create the best chocolate solutions and services and take customer experience to the next level."

About Barry Callebaut Group (www.barry-callebaut.com):

With annual sales of about CHF 10.5 billion in fiscal year 2023/24, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of 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 13,000 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®](#), [Carmel](#)® and the decorations specialist [Mona Lisa®](#). The Barry Callebaut Group is committed to make sustainable chocolate the norm 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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Contact

for the media

Kai Hummel
Global Head of Corporate Communications
Barry Callebaut AG
Phone: + 41 43 204 15 22
media@barry-callebaut.com

for investors and financial analysts:

Sophie Lang
Head of Investor Relations
Barry Callebaut AG
Phone: +41 79 275 83 95
investorrelations@barry-callebaut.com