

# NEWS RELEASE

## Barry Callebaut reinforces commitment to Wieze with significant investment of € 250 million

- Significant investments to future proof and enhance operations, underscoring commitment to customers and importance of Belgium to Barry Callebaut's future growth.
- Multi-year Masterplan investments of € 250 million for the biggest chocolate factory in the world in Wieze
- In addition, another € 125 million Masterplan is designed for the factory in Halle.

*Wieze, Belgium, February 5, 2026* – Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa solutions, today announced detailed plans for significant multi-year investments to its factory in Wieze, the biggest chocolate factory in the world. The investments will be allocated to future-proofing the production facility, underlining its critical importance in delivering best-in-class customer experience and further strengthening operational excellence. In addition to investments in Wieze, the factory in Halle will receive investments of €125 million, underscoring the importance of Belgium to the Barry Callebaut Group. A part of these investments falls under the BC Next Level program already announced, while other parts are regular investments in the factories.

Wim Debedts, Managing Director Benelux & Nordics commented: "Wieze is and always will be the cradle of Barry Callebaut. It is the place where our iconic Callebaut brand was born in 1911. With quality at the heart of its success, Callebaut is exported to customers around the world. With these major investments in our Belgian production facilities in Wieze and Halle, we now continue our journey, demonstrating our commitment to our customers and our employees."

The Masterplan for Wieze includes significant infrastructure upgrades aimed at enhancing both safety and operational efficiency for best value and best service. Plans include modernization of state-of-the-art production lines to further elevate food safety and quality, and create a safer work environment for employees, and the construction of a ring road to enable one-way traffic on site to significantly improve safety and the impact on our environment.

Filip Hermans, Plant Manager Wieze concluded: "These Masterplan initiatives will not only improve our operational capabilities in Wieze, but also create a more modern, safer, and attractive working environment for our dedicated employees. Through this investment, we future proof our Wieze factory so we can continue to deliver our customers with the best service, value, and quality."

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

*With annual sales of about CHF 14.8 billion in fiscal year 2024/25, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate solution provider for chocolate experiences across the full spectrum of chocolate, cocoa and non-cocoa alternatives – from sourcing and processing cocoa beans to crafting premium chocolates, fillings and decorations. The Group operates more than 60 production facilities worldwide and employs a diverse, committed workforce of over 13,000 people. Barry Callebaut serves as a trusted partner for the entire food industry, from large-scale food manufacturers to artisanal and professional users such as chocolatiers, pastry chefs, bakers, hotels, restaurants and caterers with Callebaut® as its main global brand. The Barry Callebaut Group is dedicated to making sustainable chocolate the norm – helping secure the future of cocoa and improving the livelihoods of cocoa farmers. It supports the [Cocoa Horizons Foundation](http://CocoaHorizonsFoundation), which aims to shape a sustainable future for cocoa and chocolate.*

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