

Media Alert

World's leading chocolate company Barry Callebaut to announce innovative breakthrough

Zurich/Switzerland, July 18, 2017 – Today, Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, announces a unique product innovation – one of the biggest breakthroughs in chocolate in 80 years. This invention, that has been in the making for more than 10 years, will be presented to the world during an exclusive event on September 5, 2017 in Shanghai, China.

The Barry Callebaut Group has established itself as a pioneer and innovator in chocolate and cocoa, globally. One in four chocolate and cocoa experiences consumed worldwide is made with Barry Callebaut quality products inside. The new discovery was crafted by leveraging the knowledge of Barry Callebaut's global network of 28 R&D centers and combining this with over 175 years of expertise in sourcing and manufacturing. By mastering the complexity of the product and a little bit of luck this innovative breakthrough was made – resulting in a new, unique taste experience.

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

With annual sales of about CHF 6.7 billion (EUR 6.1 billion / USD 6.8 billion) in fiscal year 2015/16, 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 50 production facilities worldwide and employs a diverse and dedicated global workforce of close to 10,000 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 two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

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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