

News Release

Engaging customers on a virtual journey of chocolate and cocoa

Barry Callebaut launches BC LIVE, a digital events platform

Chicago, IL, June 4, 2020 – Inspired by new ways of working during COVID-19 pandemic, Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, is announcing BC LIVE, a new digital events platform. BC LIVE is launching the week of June 22 with a series of "bite-sized" webinars to understand lifestyle choices like vegan and keto, and how chocolate can play a role to meet these specific consumer needs. The series is ideally-suited for food manufacturers in the United States and Canada.

TJ Mulvihill, VP Marketing, North America, explained: "BC LIVE is a curated and high-touch digital experience, led by our in-house industry experts, that will deliver all the information that food manufacturers need to know about today's chocolate trends and solutions." Laura Bergan, Director of Brand, Marketing, added, "We look forward to offering exclusive content in our 3-part webinar series, including a session featuring our in-house chefs, who will bring our favorite applications to life with a 'better for you, better for the planet' twist."

Customers will learn about trends in wellness & sustainability; product solutions, including the launch of two new solutions, for vegan and other growing lifestyle categories; plus, get a behind-the-scenes new concepts creation experience of "Better For You" treats created by our chefs in real-time.

BC LIVE will consist of three digital sessions with Barry Callebaut's insight experts on Monday, June 22, Tuesday, June 23, and Thursday, June 25 from 12-12:40pm CST.

1. **Centennial Chocolate Trends** – Monday, June 22, 2020

Meet the Gen Z & Millennial consumers who are shaping and accelerating "Good For You" and "Good For The Planet" trends. Learn how their choices are influencing innovation in categories like snack bars, cookies, ice cream, drinks, and more, in North America today.

2. **Chocolate Solutions for Eating Lifestyles** – Tuesday, June 23, 2020

More consumers are exploring and adopting lifestyles like vegan and keto, and they want snacks and treats that fit with those choices. You will learn about chocolate, compound, cocoa, and nut solutions that help support different eating lifestyles, including two innovative solutions which will be revealed during the session.

3. **New Chef Concepts LIVE** – Thursday, June 25, 2020

Join the Barry Callebaut chef team as they create in real-time! They will be making a selection of healthier treats and snacks that meet lifestyle eating choices. Learn more about chocolate and how it can play a role to meet these specific consumer needs.

Learn more and register at this link: <https://www.barry-callebaut.com/en-US/manufacturers/news-events/bc-live-eating-lifestyles>

To schedule a media interview with spokesperson Laura Bergan in the week of June 8, please email sylvia_maldonado@barry-callebaut.com.

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

With annual sales of about CHF 7.3 billion (EUR 6.5 billion / USD 7.4 billion) in fiscal year 2018/19, 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 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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