

News Release

Continued expansion in China

Barry Callebaut inaugurates new office and CHOCOLATE ACADEMY™ Center in Shenzhen, China

- **Barry Callebaut opens fourth office in China, at Shenzhen, to better serve growing customers in South China**
- **New CHOCOLATE ACADEMY™ Center is the third to be opened in China**

Zurich/Switzerland and Shenzhen/China, November 03, 2020 – The Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, today announced the opening of its fourth office and the third CHOCOLATE ACADEMY™ Center in China, at Shenzhen.

Ben De Schryver, President of Barry Callebaut at Asia Pacific, said, "I am excited about the great growth potential China offers. The inauguration of the new office and the CHOCOLATE ACADEMY™ Center in Shenzhen is part of our continuous expansion in China and another milestone in our successful growth story which started here 12 years ago. The state-of-the-art facilities will help us to meet the growing demand for high-quality chocolate creations and serve our customers in China better. We will continue to invest in our business and strengthen our collaboration with food manufacturers and artisanal customers in China."

After Suzhou, Shanghai and Beijing, the Shenzhen office is well-positioned to become the company's operational hub in southern China. Barry Callebaut currently has a local factory in Suzhou, sales offices and CHOCOLATE ACADEMY™ Centers in Shanghai, Beijing, to which it now adds Shenzhen.

The new office in Shenzhen includes a state-of-the-art CHOCOLATE ACADEMY™ Center, the third in China and the 23rd globally. Through inspiration, education and personalized support, the CHOCOLATE ACADEMY™ Centers enable artisans, pastry chefs, confectioners, bakers and caterers to create the chocolate delights of tomorrow.

In the last 12 years, more than 5,000 craftsmen in China have attended training and demonstrations in the CHOCOLATE ACADEMY™ Centers in Shanghai and Beijing. The centers have recently hosted several online learning sessions in Mandarin on topics such as home baking, which have attracted more than 130,000 viewers since February 2020.

Denis Convert, Vice President, Gourmet for Barry Callebaut at Asia Pacific, said, "China is one of our largest Gourmet markets in the world. Our CHOCOLATE ACADEMY™ Centers in China have become a hub of expertise, creativity and inspiration for both professionals and chocolate lovers. And this extends online too. We support our customers and empower chefs to be at their very own best. They can explore chocolate science, innovative techniques, and inspiring recipes together with the world-leading chocolatiers, pastry chefs and bakers."

All photos related to this announcement can be found in the following Flickr Link: <http://bit.ly/BCinShenzhenFlickr>. This press release can also be found on PR Newswire.

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.

Follow the Barry Callebaut Group:



[Twitter](#)



[LinkedIn](#)



[Facebook](#)



[YouTube](#)



[Flickr](#)

Contact for media

Frank Keidel
Head of Media Relations
Barry Callebaut AG
Phone: + 41 43 268 86 06
frank_keidel@barry-callebaut.com

Contact for investors and financial analysts:

Claudia Pedretti
Head of Investor Relations
Barry Callebaut AG
Phone: +41 43 204 04 23
claudia_pedretti@barry-callebaut.com

Contact for media in Asia Pacific

Huiern Ng
Corporate Communications
Barry Callebaut Asia Pacific
Phone: +65 6486 7143 (Singapore)
huiern_ng@barry-callebaut.com