

News Release

Bringing chocolate expertise to the growing Middle East region

Barry Callebaut opens CHOCOLATE ACADEMY™ Center Dubai at the foot of Burj Khalifa

- **The new CHOCOLATE ACADEMY™ Center Dubai relocated to the foot of Burj Khalifa to provide the best possible platform for chefs and artisans to showcase and develop their talent and skills**
- **CHOCOLATE ACADEMY™ Center Dubai offers inspiration, training and support for professionals. This is an essential support for businesses to help them win in the market**

Dubai/United Arab Emirates, October 13, 2021 – The Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, just inaugurated its relocated CHOCOLATE ACADEMY™ Center Dubai, which is now at the foot of the Burj Khalifa, one of the world's most iconic landmarks. This new location and facility serves as a creative platform where chefs and artisans can showcase and develop their talent and skills. As CHOCOLATE ACADEMY™ Center Dubai is part of the wider CHOCOLATE ACADEMY™ Center network with 24 academies across the globe, it will be the premier platform for bringing renowned chefs to Dubai to inspire, train and advise local artisans.

With a team of dedicated chefs, CHOCOLATE ACADEMY™ Center Dubai plays an important role in inspiring and educating the chocolate industry and introducing new techniques to artisans, pastry chefs, confectioners, bakers and caterers. The CHOCOLATE ACADEMY™ Center Dubai also plays an important role in driving innovation as consumption patterns shift towards premiumization and new concepts in terms of design, color and flavors. Courses and events with physical attendance will resume as of October 21, 2021.

Amine Mebrouki, General Manager Middle East & North Africa, said: "The chocolate market is recovering in the Middle East region. The CHOCOLATE ACADEMY Center Dubai supports local businesses in finding the right chocolate solutions to help them win in the market. From empowering women and young talents, to supporting new concepts: The CHOCOLATE ACADEMY Center Dubai is the place to be in the Middle East region for everything related to chocolate."

Rogier van Sligter, President EMEA (Europe, Middle East, Africa), added: "This is an important moment for Barry Callebaut's presence in the Middle East region. The relocated CHOCOLATE ACADEMY Center Dubai will strengthen the collaboration with our customers in the growing Middle East region, helping them to develop their own profile in terms of taste and flavor. Initiatives like this help to grow the Gourmet business in the Eastern part of our EMEA Region."

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

With annual sales of about CHF 6.9 billion (EUR 6.4 billion / USD 7.1 billion) in fiscal year 2019/20, 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 global brands catering to the specific needs of these Gourmet customers are [Callebaut®](#) and [Cacao Barry®](#), [Carma®](#) and the decorations specialist [Mona Lisa®](#).

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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