

News Release

Expanding footprint in South Eastern Europe

Barry Callebaut inaugurates chocolate factory in Novi Sad, Serbia

- **New state-of-the art factory in Novi Sad inaugurated by Serbian President Aleksandar Vučić and Peter Boone, CEO of the Barry Callebaut Group**
- **Representing an investment of EUR 55 million EUR, the factory has an initial annual production capacity of over 50,000 tonnes of chocolate**
- **The factory will serve as a regional hub from which Barry Callebaut can address the rapidly growing chocolate markets of Southeastern Europe**

Novi Sad/Serbia, October 7, 2021 – Today, the Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, officially inaugurated its new chocolate factory in Novi Sad, Serbia's second largest city. Serbian President Aleksandar Vučić was present at the inauguration, on the invitation of Peter Boone, CEO of the Barry Callebaut Group. The visit, including an inauguration ceremony and a factory tour, was conducted in compliance with the strict COVID-19 measures that Barry Callebaut applies to maintain a high level of safety for its people.

The state-of-the-art factory, which represents a total investment of EUR 55 million, has an initial annual production capacity of over 50,000 tonnes of chocolate. It allows Barry Callebaut to supply customers with a wide range of chocolate, compound and filling products. The factory will serve as a regional hub from which Barry Callebaut can address the rapidly growing chocolate markets of Southeastern Europe and beyond.

Since the groundbreaking ceremony early March 2020, construction work progressed rapidly and was completed in March 2021.

Peter Boone, CEO of the Barry Callebaut Group, said: "Novi Sad is the perfect location for us. I am pleased with the successful start and am confident that from Novi Sad we can address the rapidly growing chocolate markets of Southeastern Europe and become the solution provider of choice for customers in the region."

Aleksandar Vučić, the President of Serbia, said: "It is important for us now to additionally invest in technical universities in Novi Sad, Vojvodina and in the north of Serbia, and to do everything possible to make people understand that when they finish their schools, that they can get a really good job. We are thankful to Barry Callebaut for hiring such a highly skilled workforce."

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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