

News Release

Bringing chocolate expertise to the growing North African market

Barry Callebaut opens new CHOCOLATE ACADEMY Center in Casablanca, Morocco

- Official inauguration of the new CHOCOLATE ACADEMY™ Center Casablanca, the best platform for chefs and artisans to showcase and develop their talent and skills
- The CHOCOLATE ACADEMY™ Center Casablanca offers inspiration, training and support for professionals to help them win in the market

Casablanca/Morocco, May 25th 2022 – The Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, officially inaugurated its CHOCOLATE ACADEMY™ Center in Casablanca, Morocco. This new facility serves as a creative platform where chefs and artisans can showcase and develop their talent and skills, and learn about new trends, techniques and recipes. It is only the second CHOCOLATE ACADEMY Center on the African continent and part of the wider CHOCOLATE ACADEMY Center network. Through its global network of now 26 CHOCOLATE ACADEMY Centers, Barry Callebaut offers inspiration, training and personalized support for artisans, pastry chefs, confectioners, bakers and caterers, and helps them to explore the infinite world of chocolate indulgence.

Consumption patterns in North Africa are shifting towards premiumization and new concepts in terms of design, color and flavors. With its team of dedicated local chefs and visits of other renowned chefs, CHOCOLATE ACADEMY Center Casablanca will play an important role in driving innovation.

Amine Mebrouki, General Manager Middle East & North Africa, said: "The Gourmet chocolate market is growing fast in the North African region. With the CHOCOLATE ACADEMY Center Casablanca, we support local businesses in finding the right chocolate solutions to help them win in the market. In Morocco and beyond, this will be the place to be for artisans and professionals in chocolate."

Rogier van Sligter, President EMEA (Europe, Middle East, Africa) of Barry Callebaut, added: "This is an important moment for our presence in the North African region. The CHOCOLATE ACADEMY Center Casablanca will strengthen the collaboration with our customers in the North African market and help us to further expand our position in Gourmet & Specialties in the region."

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

With annual sales of about CHF 7.2 billion (EUR 6.6 billion / USD 7.9 billion) in fiscal year 2020/21, 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 13,000 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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