

News Release

Expanding in the Southern African markets

Barry Callebaut to set up own distribution network in South Africa

- **Barry Callebaut is setting up its own local network of distributors in South Africa**
- **Expanding the product portfolio with additional products and global premium brands**
- **Further improving the local customer service**

Johannesburg/South Africa, May 9th 2022 – The Barry Callebaut Group, the world’s leading manufacturer of high-quality chocolate and cocoa products, is setting up a local, direct distribution network in South Africa. The company is opening up its Gourmet business of packed products for artisans and chefs to other and multiple distributors, while still including Garden Morris Packaging and Food (GMPF) as a distributor. Having worked with GMPF for over 20 years, Barry Callebaut will continue to collaborate with GMPF for its semi-industrial customers, food manufacturing business, warehousing, and logistics.

Barry Callebaut will increase the number of distribution points and take over the role of master distributor in South Africa. The new network will focus on supplying customers in South Africa and the neighboring countries with a wide range of products from the Group’s global Gourmet brands like Callebaut, Mona Lisa, Cacao Barry, and Carma. By expanding its local product range and doubling the size of its local team, Barry Callebaut will meet the increasing demand for high-quality chocolate indulgence and support the growth within the African markets. The South African food and grocery retail market is expected to grow at a CAGR of +4.9% between 2020 to 2025, with an estimated value of \$59.6 billion by 2025, which opens up opportunities for Barry Callebaut¹.

Rogier van Sligter, President EMEA (Europe, Middle East, Africa) at Barry Callebaut, commented: “Expansion is one of our four long-term strategic pillars. After more than 20 years of experience in the South African market, we start a new chapter. By setting up a direct distribution network, we improve customer proximity and enable the growth of our Gourmet brands in the African markets.”

David Bowrin, General Manager South East & West Africa at Barry Callebaut, added: “By developing our own network in South Africa, we will better understand our customers’ needs and adapt our product range and local stock to their requirements.”

“Barry Callebaut manages its Gourmet business via a local entity with GMPF acting as their logistical and warehouse partner. This decision was taken to be able to offer a wider product range, servicing better innovation and development in the extensive Barry Callebaut product range to the local market. We look forward to our continued relationship with Barry Callebaut.” adds Barbara Queally, Managing Director GMPF.

¹ Source: GlobalData, Food and Grocery Retail in South Africa - Market Summary, Competitive Analysis and Forecast to 2025.

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®](#), [Carmel®](#) 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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