

News Release

Mars Wrigley LAN and Barry Callebaut extend strategic supply agreement

- **Barry Callebaut to continue to supply liquid chocolate to Mars Wrigley LAN under renewed long-term agreement**

Toluca/Mexico, October 9, 2023 – Mars Wrigley LAN, one of the largest manufacturers of high-quality chocolates in Mexico and owner of iconic brands such as Turín, Orbit, Lucas, Skwinkles & Skittles and the Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, announced the renewal of their long-term agreement.

The extended strategic supply agreement enables both companies to continue to drive long-term growth in a strategic market.

Gabriel Fernández, General Manager Mars Wrigley LAN, said: “The renewal of this long-term partnership with Barry Callebaut provides more value to our supply chain and supports us to deliver our goals and meet our customer’s expectations.”

Ben De Schryver, President, North America, Barry Callebaut, said: “As we extend this long-term supply agreement, I am proud that Barry Callebaut remains one of Mars Wrigley LAN’s strategic partners by enabling their powerful vision to exceed the expectations of their loyal customers.”

Jesús Carlos Valencia, Managing Director, Mexico, Barry Callebaut, continued: “We are pleased to extend our strategic relationship with Mars Wrigley LAN, which has been a partner to our business for more than 10 years. We look forward to providing growth in new and innovative ways.”







The parties agreed not to disclose any further terms of the agreement.

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

With annual sales of about CHF 8.1 billion in fiscal year 2021/22, 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 65 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 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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