



Join us on our Journey  
*from Bean to Chocolate*

**Freek van der Knaap**  
**Vice President Gourmet Western Europe**  
***Copenhagen, 27.01.16***



**A GREAT STORY  
THAT STARTED IN 1911**



CALLEBAUT®

BELGIUM 1813

# CALLEBAUT® STORY



# ... ITS EXPERTISE & PASSION

845  
400

15

27 juillet 1935.  
Sucre 2,52 fr.

|        |                    |               | 22/2 |      | 10/6/36 |          |
|--------|--------------------|---------------|------|------|---------|----------|
| Cacaos | 40 k. Caraque à 7. | = 280.        | 8.-  | 320  | 8.60    | 344.-    |
|        | 40 'Trinite' 6.    | = 240.        | 6.80 | 272  | 2.36    | 334.40   |
|        | 65 'Bahia' 4.70    | = 305.50      | 5.24 | 340  | 5.44    | 353.60   |
|        | 4 'Arriba' 7.      | = 28.         | 7.30 | 30   | 7.16    | 28.65    |
|        | 11 'Congo' 4.40    | = 48.40       | 4.70 | 48   | 5.00    | 55.-     |
|        |                    | <u>901.90</u> |      | 1010 |         | 1.115.65 |
|        |                    |               |      |      |         | : 112    |
|        |                    |               |      |      |         | = 9.96   |
|        | 160                |               |      |      |         |          |

Prix au kilo du Cacao moulu =  $\frac{901.90}{160 \times 0.7} = \underline{\underline{8,05}}$

22/2



Click to watch – Callebaut Movie





# Beliefs and Inspirations of Callebaut®

## ❖ **OUR VISION**

We want to **be at the heart of great chocolate stories** by further expanding our role as the world's **strongest chocolate solution brand** among craftsmen in the world.

## ❖ **OUR MISSION**

Callebaut helps chocolate craftsmen to do what they love doing every day and tell their story



## ❖ Callebaut's Strategic Pillars

### 1 LEAD. Being better, faster, and more relevant

- Superior Belgian chocolates
- Relevant inno's



### 2 EXPAND. Concepts for new markets and applications

- New segments, geo expansion

### 3 EDUCATE. Deliver the story

- Stronger stories
- Stronger tools





## **Callebaut at a Glance**

*The world's most popular Gourmet chocolate brand*

*Great, accessible taste and perfect workability*

*Production from bean to chocolate in Belgium*

*Over 100 years of tradition and experience*

*Local selection and sustainable sourcing*

*Very wide selection of chocolate and chocolate related articles*

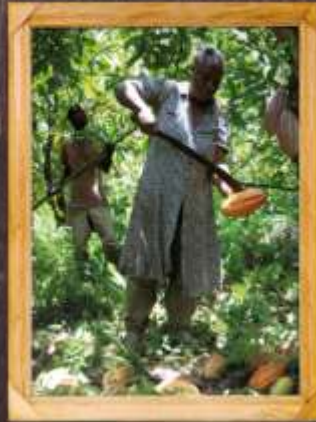
**CALLEBAUT**

**BELGIUM 1911**



**CALLEBAUT**

BELOIUM 1851

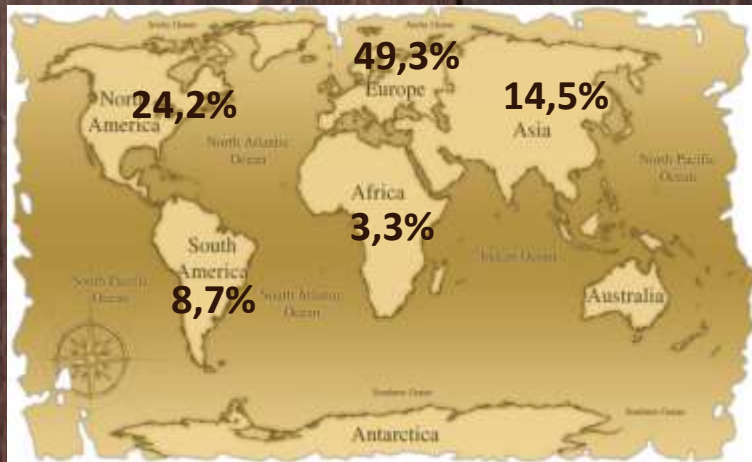


## Sustainability

When buying Callebaut® Finest Belgian Chocolate you directly support cocoa farmers and sustainable cocoa cultivation

## Callebaut at a Glance

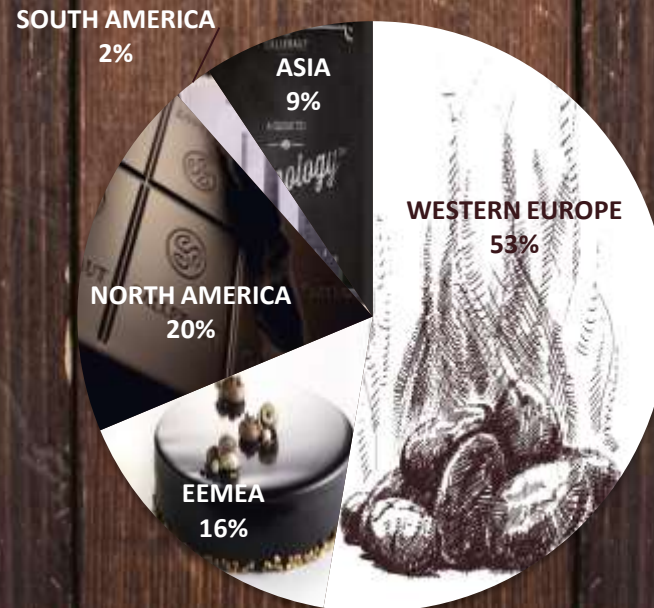
### Volume share of chocolate consumption (%)



The world's most popular Gourmet chocolate brand

- Callebaut is sold to far more than 50 countries worldwide
- It is sold more or less accordingly to world chocolate consumption

### Global volume distribution of Callebaut (%)





## Beanology – what is that?

**Beanology™ / bĩ:no'lodzi [noun]** 1. The art of selecting, blending, roasting and transforming cocoa beans into delicious chocolate. Initiated by Belgian chocolate maker Octaaf Callebaut in 1911, and perfected over the course of 100 years by his successors, Callebaut's Master chocolate makers.

## From bean to chocolate: Beanology™



WHOLE BEAN  
ROASTING TO  
CAPTURE THEIR  
WHOLE FLAVOUR





Click to watch  
Beanology™ Movie  
Callebaut Chef Josep M. Ribe





CALLEBAUT®

BELOIUM 1851

# Highlights 2015

Mar'15



**EXPAND**

**Segment Specific Concepts**  
**Ice-cream compendium**

**CALLEBAUT**  
A-Z FOR PERFECT CHOCOLATE ICE CREAM



**Drinks compendium**



Sept '15

Mar'15



**LEAD**

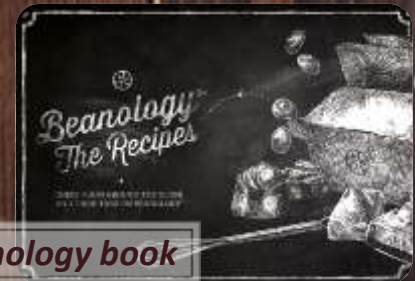
**Salted Caramel Crispearls**



Sept '15



**Beanology book**





**LEAD**

*Relevant Innovations*  
Power chocolate  
More cocoa, less sweet

Sept '15



**EDUCATE**

*Chocolate Day, Denmark*

TODAY!!



May '14

*Opening Callebaut  
CHOCOLATE  
ACADEMY™, WIEZE*





# Chocolizer

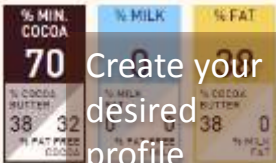
## CHOCOLIZER

WHICH CHOCOLATE TASTE ARE YOU LOOKING FOR?



Have a sweet tooth?

**TASTE PROFILE**  
Finest Belgian Dark Chocolate.  
Extra bitter dark chocolate with a great boost of roasted cocoa.



Create your desired profile

**PAIRING TIPS**  
Salt, Bitberry, Lime, Citrus, Vinegar, Earl Grey, Seckel's Pepper, Lemon Dark, Blue, Caraway Cumin.

**RECIPES**

- Tartufata
- Choco Passion Drink
- Cappuchoco Caramel

Discover your favs

**PRODUCTS**

70-30-38NV  
★★★★  
Cocoa: 70.5%

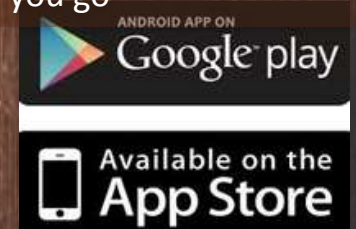
70-30-38NV-120  
block | 5kg block | 5 bricks/box | Euro pallet (1000kg)

70-30-38NV-150  
block | 5kg pack | 5 packs/box | Euro pallet (1000kg)

70-30-38NV-554  
Cafete® | 10kg bag | 2 bags/box | Euro pallet

Find your perfect match

Download – wherever you go



**Callebaut**  
12 August · 🌐

Pair up! #foodpairing

Discover the best matching chocolate for your favourite ingredients!

Our interactive Chocolizer allows you to discover exiting combinations with just a few clicks: <http://www.callebaut.com/uk/en/chocolizer> #foodpairing

**CHOCOLIZER** CONTACT

PAIRING

**PAIRING CHOCOLATE TO INGREDIENTS**

| COFFEE & TEA             | NUTS & SEEDS             | SPICES                   | WINE                     | SYRUPS                   | BEER                     | OIL & VINEGAR            | FRUITS/VEGETABLES        | SPIRITS                  | HERBS                    | CHEESE                   |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**FIND THE BEST MATCHING CHOCOLATE FOR YOUR SELECTED INGREDIENTS**

Use a switch to select the most pronounced ingredient in your recipe.

The displayed chocolates are suggestions carefully selected and validated by our chefs. Other chocolates can pair well with the selected ingredient too.

## EDUCATE: Callebaut TV – Episodes on trends



- Inspiring videos
- Troubleshooting
- Trendwatching
- Tutorials/Recipes



## Future is Passion

---

- ❖ Access to innovation in crafting the Finest Belgian Chocolate since 1911
- ❖ Proximity to cocoa farmers – Commitment to sustainability
- ❖ Co-creating a sustainable future – from farmer to craftsman/chef
- ❖ Source of inspiration – Beanology™, Trendwatcher
- ❖ Passion for chocolate making



*“Chocolate is a highly sensitive product which requires an enormous amount of skills & attention. I have been working here for 32 years but I continue to learn every day...”*

*Geert D`Heer, Master Concher*