



CALLEBAUT™

BELGIUM 1911

Callebaut Trend foresights

Copenhagen, 27.01.2016





01
Slowcial



02 Raw
Culture



03
Natural Sensing

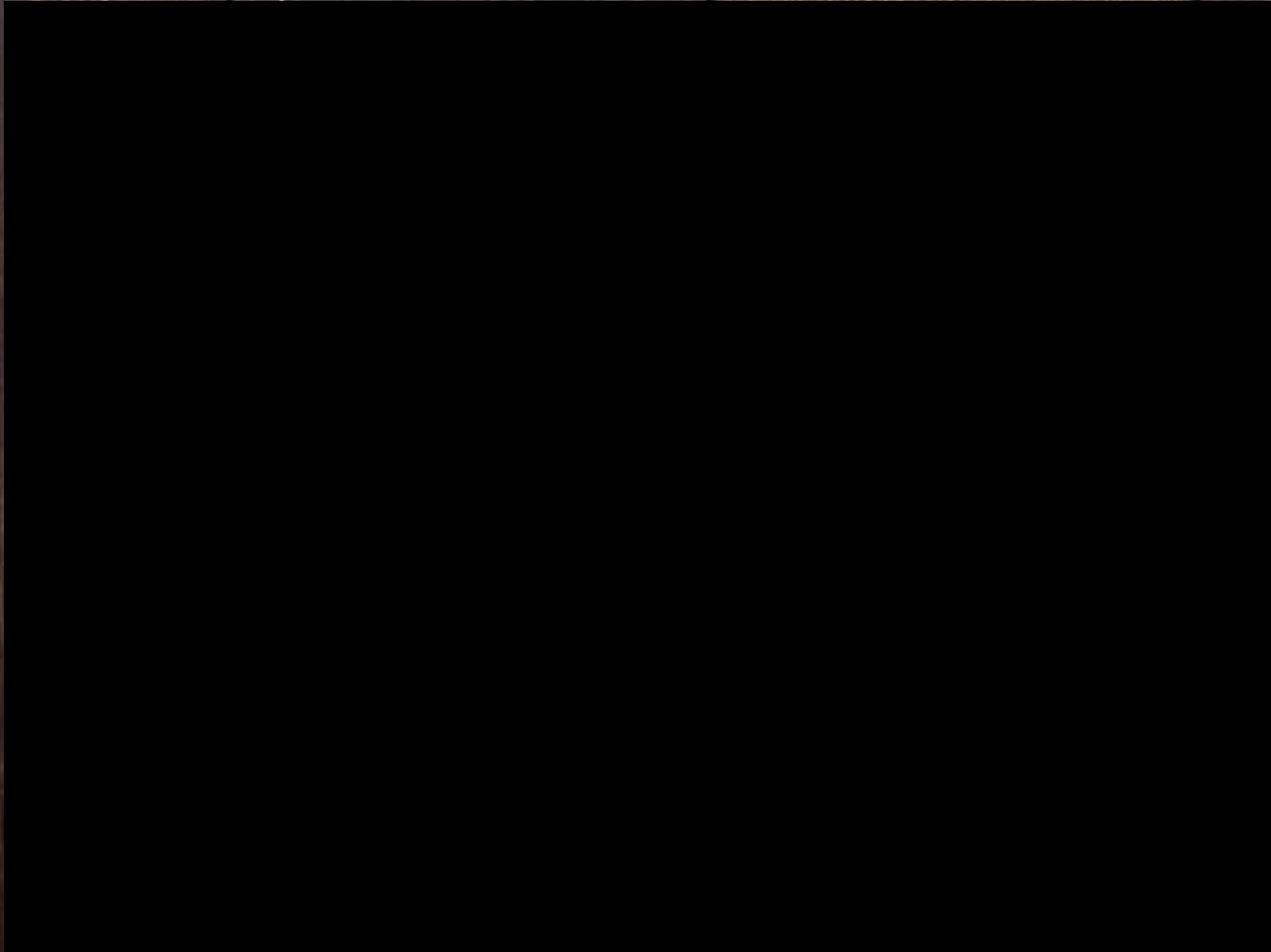
Style 04 Rebellion





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BELGIUM 1813

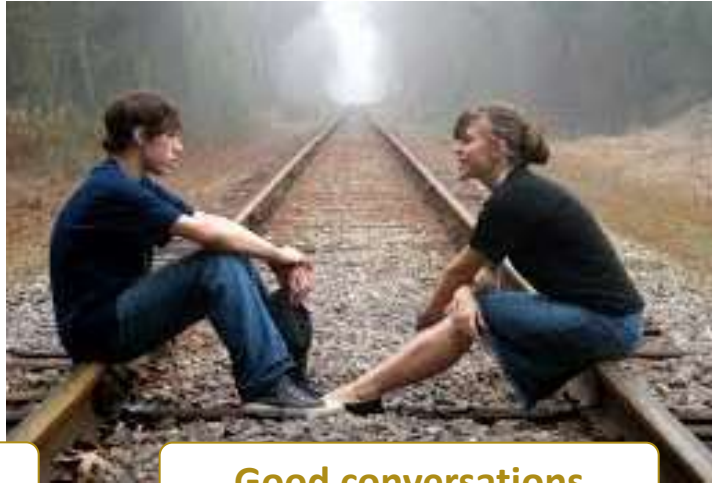




1 SLOWCIAL trend



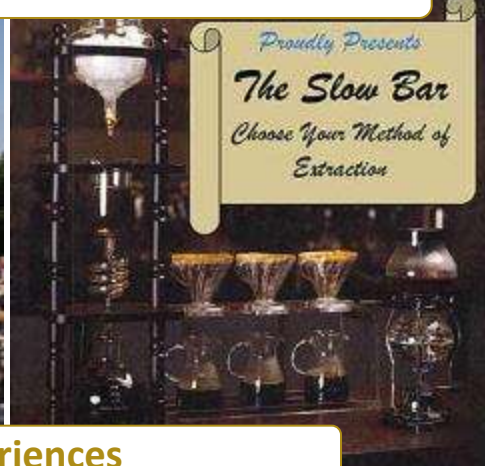
Meaningful messages



Good conversations



Sharing (food) experiences



Take it slow

Reconnect

Engage in real conversations

Family & Friends

Share

Human contact

Communities





SLOWCIAL – Examples



Sofar, living room concerts



Street food festivals



#unselfie



Food sharing trend



Cupping sessions



"no phone" Campaigns



1 SLOWCIAL trend – Callebaut concepts

Callebaut Chocolate Drink range



- Premium Drink concept based on Finest Belgian Chocolate, incl Chocolate decorations
- Inspiration Callebaut TV: Slowcial Sharing Box

Slowcial Box – Callebaut TV

The Slowcial Box

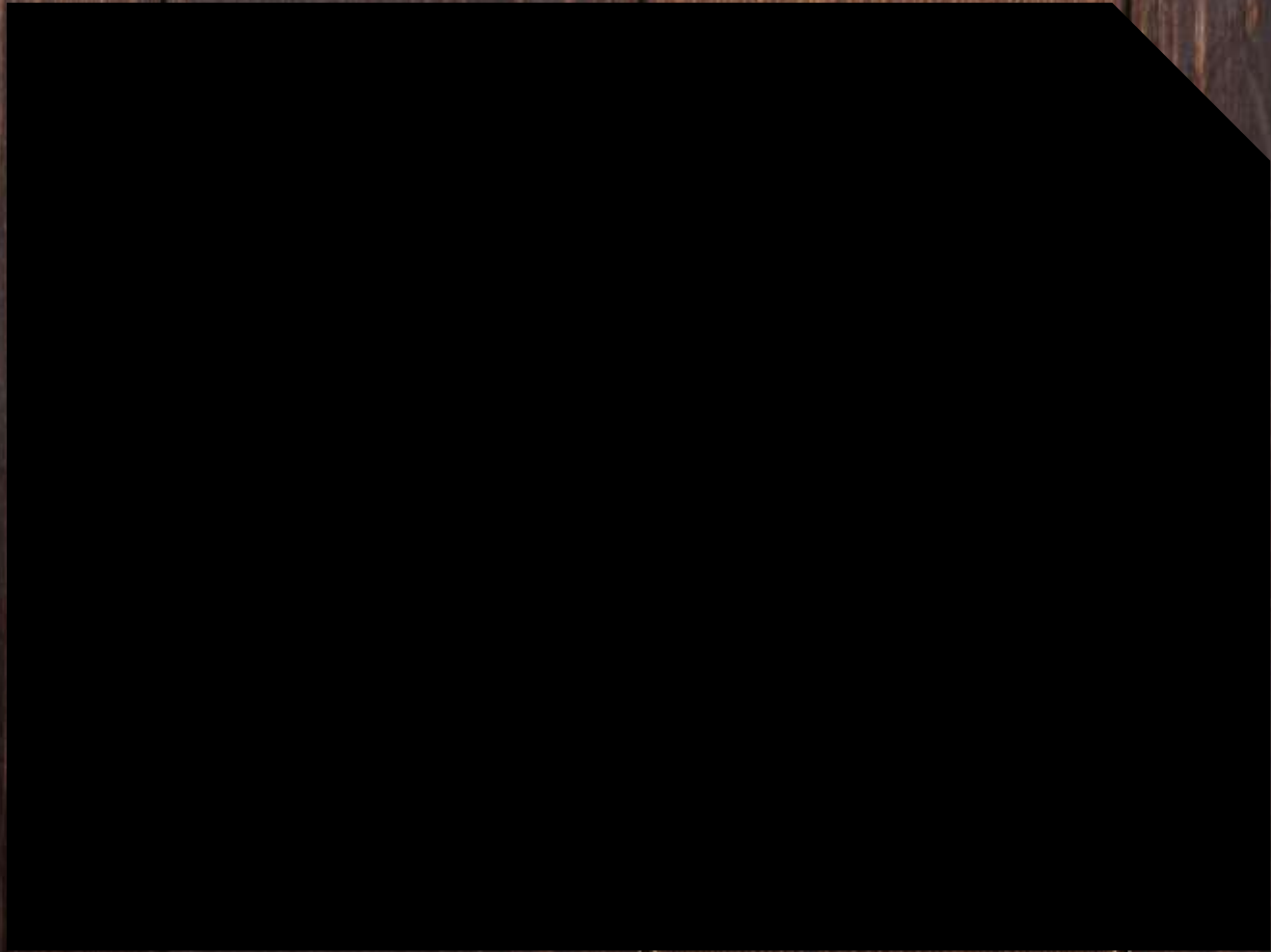
The dessert box for great sharing moments





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BELGIUM 1863





2 NATURAL SENSING trend



Nature as inspiration



Wearable technology

Desire for sensing
Circle thinking
Feel, Taste, Smell
Process focus
Nature as source of
inspiration
Sustainability
Real world





Natural Sensing – Examples



Sand packaging



iPhone - Scent-based mobile messages



Tactilu bracelet



Ultraviolet, multisensory restaurant, Shanghai



Urban farming – Prinzessinnengarten, Berlin



Edible cinema – interior & food same as in the movie



3 NATURAL SENSING – Callebaut concepts

Beanology recipe inspiration



Fairtrade &
Organic



Origin Collection



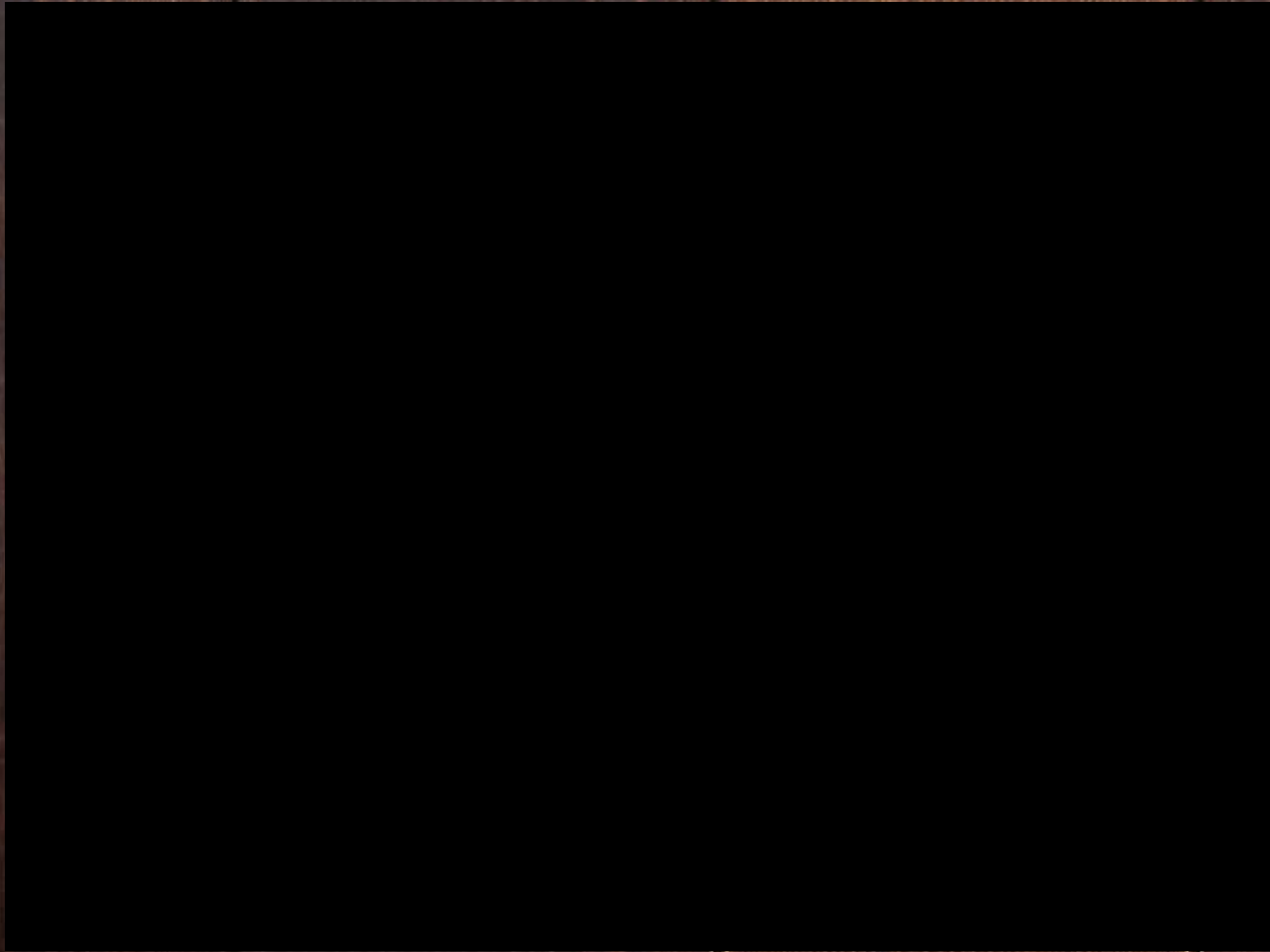
- Beanology recipe inspiration
- The Origin Collection brings out the flavours of Brazil, Madagascar...
- Callebaut has Organic chocolates, with fully traceable ingredients





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BELOIUM 1851

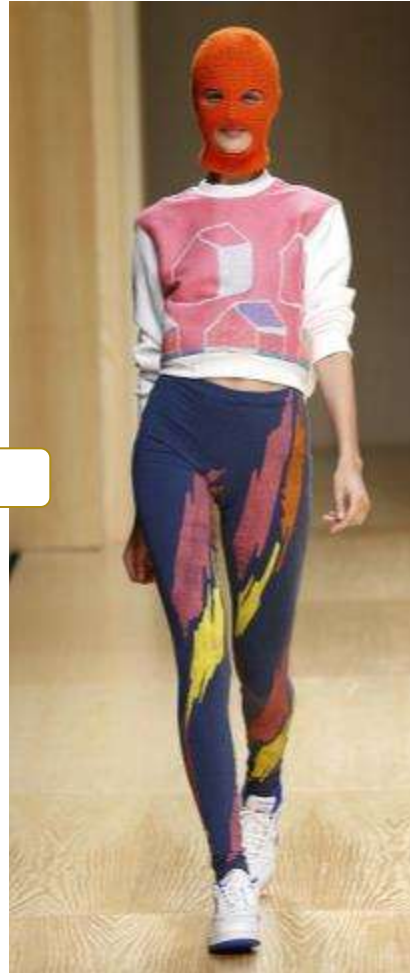




3 STYLE REBELLION trend



Style clashing



Clashing Colors

Trashy = classy

Beauty is mainstream

Print revolution

Mixing styles, re-defining aesthetics

Out of control

Eclectic fashion designers



Colorful street art





STYLE REBELLION – Examples



Chocolate tablets by
Unelefante



New Ice by
Häagen Dazs



3D – Food
Printing



Window bakery
"Baked by Melissa", NY



Miley at VMA 2015



Randomized bottle design
Absolut



Street art in
Brooklyn



3 STYLE REBELLION trend – Callebaut concepts

Colored callets



Easter Recipes – coming soon!



Kirsten Tibbal's inspiration



- Colored and flavoured callets
- Inspirational recipes
- Callebaut TV 25/02/2016





4 RAW CULTURE trend



Rough food, Imperfection

Unprocessed & unpolished

Craftsmanship

Imperfection

Primitive Instincts

Paleo Food

Uncomplicated

Survival



Rough textures





RAW CULTURE – Examples



Survival looks



Paleo Food



Imperfect vegetables

Rough chocolate creations





4 RAW CULTURE trend – Callebaut concepts

More cocoa, less
sugar



POWER 41
MORE COCOA, LESS SWEET

Callebaut Chocolate
crafting – in store
material



Raw moulds & techniques



- The POWER Chocolates contain more cocoa- and up to 20% less sugar
- Callebaut chocolate crafting- instore posters, videos, beanology boxes
- Raw Moulds: Chocolate bar and praline mould range with rough textures to come

