

# Expanding our Beverages offering in Europe

For sure, hot chocolate belongs to most of us to the sweetest of our childhood memories. Already centuries ago, the Aztecs prepared and consumed Xocoatl – a red, bitter and spicy drink prepared with cocoa – when they worshipped their gods or during tribal ceremonies. Today, people of all ages enjoy chocolate drinks of exceptional tastes, flavors and aromas.

Our Beverage business recorded strong growth in the past years, benefiting from the increasing trend towards out-of-home consumption. In order to capitalize on this trend, we acquired the commercial beverages vending activities from FrieslandCampina Kievit.

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**“We established Barry Callebaut as a leading supplier of vending powder mixes.”**

Antoine de Saint-Affrique,  
CEO Barry Callebaut

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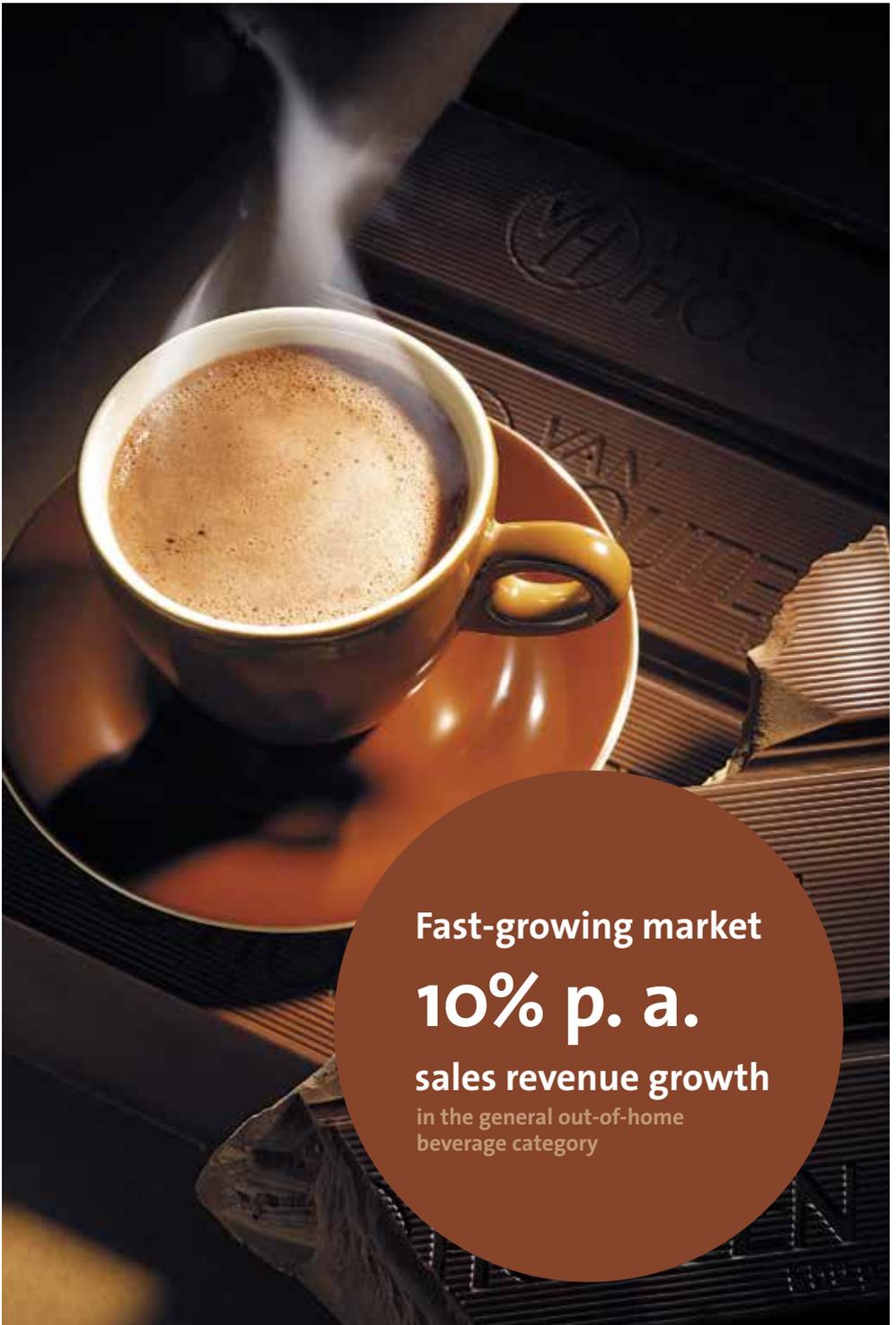
## **“Smart growth” strategy put into action**

This acquisition is fully in line with our strategy to drive “smart growth”, simply by focusing on margin-accretive products and accelerating our growth in Gourmet & Specialties.

It allows us to further develop our beverage and vending business by getting access to the latest process technology, increasing our innovation power and expanding our product offering – this all to the benefit of our customers.

## **Margin-accretive division in the growing Gourmet & Specialties business**

With two production locations in Sweden and the UK, our beverage business now is a major player in the European beverage and vending industry. We manufacture and supply highly soluble chocolate, cappuccino and other powders for use across all aspects of the beverage sector. Moreover, we now have at our disposal leading R&D capabilities and operate state-of-the-art facilities.



Fast-growing market

**10% p. a.**

sales revenue growth

in the general out-of-home  
beverage category



# 5 global beverage brands

Van Houten, Caprimo, Bensdorp,  
Le Royal, Satro Quality Drinks

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## “With our new Beverage Academy, we can showcase our unique products and capabilities.”

Andrew Fleming, Vice President Beverages

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### First of its kind Beverage Academy joins global network of Chocolate Academies

With the opening of our first ever Beverage Academy Center under the name of Van Houten™ Beverage Academy in Kageröd, Sweden, in June 2016, we transferred a proven concept into a new business segment.

It offers our customers specialized services for chocolate, cocoa and all powder-based beverages products. The Beverage Academy serves our well-established beverage brands Van Houten, Caprimo, Bensdorp, Le Royal and Satro Quality Drinks. It also offers customers the opportunity to create their own tailor-made beverage recipes using our modern infrastructure. From vending to quick service restaurants to in-home brewing, they can benefit from the knowledge, passion and experience on display at the new Beverage Academy.

With the Van Houten-themed Beverage Academy, we also build on a legacy and proud heritage – starting with Coenraad Van Houten’s dream to indulge all our senses with chocolate drinks that capture all our imagination.

Expanding our chocolate footprint in the US

With the expansion of capacity in our existing factory in American Canyon, California, we have also invested in further growth in Region Americas. The plant will support a variety of our customers in the rapidly growing West Coast market supplying liquid and molded chocolate as well as chocolate compound products for food manufacturers and confectionery companies.

The project includes increasing liquid production capacity by 20 percent, along with an increase in tank capacity and improved molding infrastructure to better meet customers’ needs.

### Additional information

[www.barry-callebaut.com/stories/our-brand-new-center-expertise-beverages](http://www.barry-callebaut.com/stories/our-brand-new-center-expertise-beverages)  
[www.chocolate-academy.com](http://www.chocolate-academy.com)