

# Welcome to the Barry Callebaut Studio!



Consumers now demand from mass-market brands what they previously only expected from artisans – for example premiumization, transparency and authenticity. We conducted extensive consumer research and confirmed: The artisanal experience is no longer reserved for artisans. It has extended into mass market and as such the consumer now expects the

same quality and service from their product brands, be it in Confectionery, Ice Cream, Bakery, Pastry, Biscuits, Desserts, Dairy or the Drinks markets.

By being consumer- and customer-centric, we understand and address what makes our customers successful, understand their individual opportunities and needs of today

and tomorrow. We can support the evolving needs of our customers and their consumers by providing ideas and solutions rather than just selling products.

At the Food Ingredients Europe (FIE) trade show in Paris, we introduced the Barry Callebaut STUDIO Concept to enable our customers to experience our unique proposition at work: A booth where our chefs are making inspiring chocolate creations. Our customers can experience Barry Callebaut as a passionate, insight-led organization that is putting great solutions for their consumers at the heart of the conversation.

A month later, the BC STUDIO was also introduced at the Internationale Süßwarenmesse (ISM, Cologne) and rolled out in North America at the Sweets & Snacks Expo (Chicago).

With the BC STUDIO, we created the right atmosphere to engage with our customers on consumer, customer and macro trends and how we can co-create the products that meet the expectations of tomorrow's discerning consumers.

Talking to consumers and distilling trends is great because it gives us an idea of how consumers think. But to be able to co-create true innovations with our customers, we felt we had to understand not only how consumers think, but also how they live. What are the real tensions in their lives? What do they aspire to? What are they bored with? In short: what should tomorrow's chocolate experiences be about?

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**“We are offering our customers a brand new way of ‘crafting and co-creating’ new products.”**

Bas Smit,  
Global Head of Food Manufacturers  
Marketing, Barry Callebaut

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Thanks to the BC STUDIO and the lively discussions that we have had with our customers since its launch, we now have a more intense relationship as a result of co-creating these experiences of tomorrow.

**Additional information**

[solutions.barry-callebaut.com](http://solutions.barry-callebaut.com)

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