



Callebaut® is opening a Chocolate Academy™ centre at Chocolate Nation in Antwerp

The new Antwerp site is the 23rd Chocolate Academy in the world

- **The Chocolate Academy™ centre in Antwerp is the 3rd Academy in the Benelux, besides the Academies based in Wieze and Zundert, and the 23rd Academy worldwide.**
- **The record number of courses on offer at the 3 Benelux Academies aims to increase the number of chocolatiers.**
- **The Chocolate Academy™ centre in Antwerp, located at Chocolate Nation, is enabling professionals, and now for the very first time, chocolate lovers too, to perfect their chocolate craftsmanship.**

Thursday, 29 August, Antwerp - Callebaut® has been producing Belgian chocolate for more than 100 years, and shares its expertise with professionals at its Chocolate Academies™. The growing success of Belgian chocolate is boosting the demand for professional training courses. With the launch of the Antwerp-based Chocolate Academy™, located at Chocolate Nation, professional chefs, and now for the very first time, chocolate lovers too, can continue to hone their skills.

Increasing demand for chocolate training courses

Belgium boasts no less than 540 chocolatiers, and this represents a 10% increase compared to 5-10 years ago¹. There have never been so many of them, and never before has there been such a strong demand for chocolate training courses. Just over this last year, more than 2,750 people have attended the Benelux Academies™ in Wieze (Belgium) and Zundert (Netherlands). This success is equally noticeable at international level. The Chocolate Academy™ is attended by more than 46,000 participants worldwide, equivalent to a 21% increase compared to last year. With effect from this coming academic year, which will be starting this September, the 3 Benelux Chocolate Academies™ will be offering a record number of 50 courses in various fields. The courses are not only given by Academy chefs, but also by 16 (inter)national chefs who have achieved world status in their field of expertise.

Chocolate Academy™ centre in Antwerp

Callebaut has been producing Belgian chocolate for more than 100 years now, since 1911. The recipes and the unique production process, from the cocoa bean to the finished product, have been passed down from generation to generation. In order to share his chocolate expertise, Barry Callebaut established the very first Chocolate Academy™ in Wieze (Belgium) more than 30 years ago. Since then, he has been training top chocolatiers, pastry chefs,

¹ Figures extracted from Federal Government Department for Economy and NACE code 10.820



bakers and catering chefs. Barry Callebaut is opening an additional Chocolate Academy™ in Antwerp as an enhancement to the other Benelux training centres located in Wieze (Belgium) and Zundert (Netherlands). The new centre is located at the very heart of Chocolate Nation, the world's largest museum of Belgian chocolate. Due to the strong demand for chocolate training courses, it is becoming increasingly important for chocolatiers to excel. Knowing the latest innovations and techniques is crucial to their career. At the 3 Chocolate Academies™ within the Benelux there are 6 Academy chefs at hand to assist and inspire customers and students with their advice and practical know-how and expertise.

Exclusive offer of professional courses for all chocolate lovers

At the new Academy in Antwerp, chefs will now also be teaching chocolate lovers how to achieve professional standard chocolate creations. The students will receive professional tuition to gain insight into the most basic and the most advanced techniques of processing chocolate. An Academy to turn passionate foodies into top chocolatiers. The Wieze and Zundert sites will remain the exclusive reserve of professional artisans.

Quote

Kristof Bastiaens, Sales Manager Gourmet Benelux: "For a very long time now, Callebaut has been the proud supplier of chefs and chocolatiers whose astounding creations - made from the finest Belgian chocolate - delight chocolate consumers both at home and abroad. In addition, Chocolate Nation is the place *par excellence* for showcasing the Belgian chocolate craftsmanship. This processing expertise is explained from the cocoa bean right to the end product, chocolate. And what better place to learn the art of the chocolatier than a Chocolate Academy in Belgium."

About Callebaut® (www.callebaut.com):

For more than 100 years already, Callebaut® has been producing chocolate at the very heart of Belgium. The company is still one of those rare chocolate producers that selects its own cocoa beans, and roasts and grinds them into their very own secret and exclusive cocoa mass, the most important ingredient for coating chocolate. Callebaut® was founded in Belgium in 1850, initially as a family brewery. Grandson Octaaf Callebaut started producing his first chocolate bars in 1911, and shortly after that he launched into the production of coating chocolate for Belgian chocolatiers. In 1950, Callebaut® started exporting its finest Belgian chocolates. It now forms part of the Barry Callebaut Group, the world's leading producer of the finest cocoa and chocolate products.

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

With an annual turnover of approximately CHF 6.9 billion (EUR 6.0 billion/USD 7.1 billion) achieved in the financial year 2017/18, the Zürich registered Barry Callebaut Group is the world's leading producer of high-quality chocolate and cocoa products. The whole process encompasses purchasing and processing the cocoa beans, followed by the production of the finest quality chocolate, including chocolate fillings, decorations and chocolate icing products. The Group runs approximately 60 production plants worldwide, and employs a highly diverse and dedicated workforce of more than 11,500 employees.

The Barry Callebaut Group acts as a supplier to the entire food industry, from industrial food producers to artisan and professional users of chocolate, such as chocolatiers, confectioners, pastry chefs, bakers, hotels, restaurants and catering companies. Callebaut® and Cacao Barry® are the two world brands that meet the requirements of this gourmet clientele.

The Barry Callebaut Group is making every effort to ensure that by 2025 sustainable chocolate has become the norm in order to safeguard future cocoa supplies and to also improve the living conditions of the farmers. The Group supports the Cocoa Horizons Foundation in their endeavour to ensure a sustainable future for cocoa and chocolate.

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About Chocolate Nation (www.chocolatenation.be)

Chocolate Nation, which is the largest Belgian chocolate museum in the world, is a place brimming with sensory experiences and stories about chocolate brands and chocolatiers. This interactive museum covers chocolate traditions, history, products and innovations.

Visitors are guided through 14 themed exhibition halls on a chocolate journey lasting 60-90 minutes. The tour starts in the cocoa plantations on the equator, and then follows the cocoa bean to Antwerp, the largest cocoa storage port in the world. A fantastic giant of a machine demonstrates how Belgian chocolate is made, and how the exquisite velvety flavour is achieved. Throughout this journey visitors discover why Belgian chocolate is world-famous, with visitors enjoying tasting the chocolate to their heart's content, that goes without saying.

Chocolate Nation is open every day from 10.30-21.00 hrs (the last tour of the day starts at 19.30 hrs). Chocolate Nation is located just opposite the central station in Antwerp.

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