



News Release

Chocolate decorations by Barry Callebaut support Quality Partner Program Chocolate Masters™ goes sustainable

- **Going forward, all Chocolate Masters™ chocolate and cocoa-based decorations will support the Quality Partner Program (QPP)**
- **Through its sustainability program QPP, Barry Callebaut aims to secure the production of sustainably grown cocoa**

Zundert, July 7, 2014 – Chocolate Masters™, part of the Barry Callebaut Group and known as the specialist in the production and sale of chocolate and cocoa-based decorations, now fully supports the [Quality Partner Program \(QPP\)](#) for its entire product portfolio.

Partnering for Sustainable Cocoa Cultivation

Barry Callebaut is convinced that the future of chocolate is closely linked with that of cocoa farmers. Therefore, in 2005, the company launched its own Quality Partner Program (QPP) in Côte d'Ivoire, aiming to secure the production of sustainably grown cocoa. In 2010, this program has been expanded to Cameroon. Barry Callebaut works in partnership with farmers and farmer organizations to boost farm productivity, as well as to help address basic education and health needs in rural communities.

QPP aims to improve cocoa cultivation in distinct ways, through farmer training in Good Agricultural Practices (GAP) and in the usage of sustainable production methods. QPP also works toward improving the overall quality of life of cocoa farmers and their families by offering opportunities to increase earnings, as well as through improved access to safe water and education.

Chocolate and Cocoa-based Decorations

Chocolate Masters™, offers a range of chocolate and cocoa-based decorations and a full range of special collections from seasonal celebrations (such as the Christmas collection) up to colorful marzipan decorations. The Chocolate Masters™ collection is a source of creative, decorative ideas and inspiration for each food professional – be it for the industrial food manufacturers but also for artisanal chocolate producers.





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Barry Callebaut (www.barry-callebaut.com):

With annual sales of about CHF 4.9 billion (EUR 4.0 billion / USD 5.2 billion) in fiscal year 2012/13, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The company runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of over 9,000 people. Barry Callebaut serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

Barry Callebaut is committed to a sustainable cocoa production through its “Cocoa Horizons” initiative, and to help ensure future supplies of cocoa as well as improve farmer livelihoods.

Flickr link for pictures:

https://www.flickr.com/photos/finn_pr/sets/72157645407096046/

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