

CHOCOLATE ACADEMY™ goes Africa

Minette Smith, a South Africa born chocolatier and chocolate lover, could not be happier: she has become the head of our brand new CHOCOLATE ACADEMY™ Center, located in Johannesburg, South Africa. This is our 21st CHOCOLATE ACADEMY™ Center worldwide, and the first on the African continent.

At our CHOCOLATE ACADEMY™ Centers, the best chefs and chocolatiers are teaching professionals, artisans and amateurs new chocolate trends, techniques and recipes. With the infrastructure available in our CHOCOLATE ACADEMY™ Centers, we can cater to each and every demand and trend on cocoa, chocolate and the technical aspects involved. Worldwide, more than 3,000 craftsmen participate in events hosted by the CHOCOLATE ACADEMY™ Centers every month. It is a magnificent success story in chocolate.

CHOCOLATE ACADEMY™ goes digital

In order to broaden its availability to chocolate lovers around the world, the CHOCOLATE ACADEMY™ has gone digital with the launch of the world's first e-learning platform for chocolate. The CHOCOLATE ACADEMY™ Online helps chocolatiers, chefs and bakers to master their craft and to develop their staff by learning from the best in the industry – online, interactive and fully personalized. The platform offers a large number of video courses by renowned chefs and chocolatiers which guide students on how to evolve and master professional methods and techniques. Step by step, recipes are offered for download, including tips and tricks for the best results. The CHOCOLATE ACADEMY™ Online also includes an e-commerce section where customers have access to the professional Callebaut product range.



Opening of our

21st

CHOCOLATE ACADEMY™
Center



Massimo Garavaglia, President of EMEA, and Minette Smith, Chocolatier.

The opening of the 21st CHOCOLATE ACADEMY™ Center in Johannesburg reaffirms our commitment to the African continent and is an invaluable asset to the local chocolate professionals and artisans, offering endless possibilities in all aspects related to chocolate and cocoa products. “The CHOCOLATE ACADEMY™ Center is a magnificent environment, not only for chefs, but also for everyone who has a passion for chocolate. The CHOCOLATE ACADEMY™ Center will offer world-class support, enabling cus-

tomers to harness their skills to bring the best innovations in chocolate,” says Minette Smith.

The new academy will host master classes with a strong focus on chocolate fundamentals. Specialty master classes will also be offered, and during these classes, talented chefs and industry experts from around the world will share their passion, innovative ideas and expertise around chocolate and cocoa products.

CHOCOLATE ACADEMY™
Centers:

more than

40,000

chocolate aficionados
trained in 2017/18

**“We are taking the local
chocolate spirit to new
heights.”**

Minette Smith, South African chocolatier

Minette confirms: “This opening not only marks a special moment for us at Barry Callebaut, but also for the South African chocolate industry. We are taking the local chocolate spirit to new heights.”

While being globally aligned with the other 20 CHOCOLATE ACADEMY™ Centers around the world, the CHOCOLATE ACADEMY™ Center South Africa will also provide a forum for dialogue with customers through customer-focused demonstrations, innovation workshops and inspirational branded events.

