

SINCE  1828

VAN HOUTEN

CACAO PIONEERS



INTRODUCING OUR NEW BRAND LOOK!

Dear Customer,

Van Houten is very proud to present its new visual identity rolling out this fall. Driven by our passion to satisfy any thirst for the divine, we've revitalized our brand for a new era (while keeping the same great recipe customers love). By drawing inspiration from our rich history of innovation, our new branding celebrates the everlasting craft that's been at the core of our company ever since Casparus Van Houten invented the hydraulic cocoa press in 1828. Not only does this redesign carry forward our position as Cacao Pioneers, it also guides us as we continue to positively impact the future of cocoa—including the future of those who grow it.

OUR NEW PACKAGING

✓ **CELEBRATES OUR RICH HISTORY**

Every package proudly illustrates the two centuries of innovation that's made Van Houten the iconic brand it is today.

✓ **ANNOUNCES OUR PARTNERSHIP WITH COCOA HORIZONS**

We've highlighted our latest commitment to ethical sourcing, which helps to improve the livelihoods of cocoa farmers and their communities.

✓ **CLARIFIES OUR OFFERINGS**

Each range of product now has a distinct identity that clearly communicates where it stands in our assortment of cocoa creations.

All the products you know and love remain exactly the same—same recipe, same great taste. The only difference is that you'll need to use **new article numbers** and **new EAN codes** when ordering some products. You can find a list of exactly which products, along with the new article numbers and updated EAN codes, at the end of this letter.

Take a closer look at www.barry-callebaut.com/en/vending and see how Van Houten's new brand identity will help drive more sales for you!

Sincerely,
The Van Houten Team

Van Houten & Zoon

OVERVIEW OF TIMELINE FOR VAN HOUTEN CODE SWITCH 2021-10-29

WHEN	EXISTING SAP CODE	EXISTING PRODUCT NAME	NEW PRODUCT NAME	NEW SAP CODE	NEW EAN CODE BAG/FOIL	NEW EAN CODE OUTER CASE (=PALLET) & NEW EAN BOX	FIRST EXPECTED PRODUCTION W/C
Oct 2021	VM-51103-V61	VH Special Bar UTZ 10x 1 kg	VH Spécial Bar	VM-72144-V61	7340161402088	27340161402082	2021-10-25
	CDM-VH-ROB-X22	VH Choc-o-late	VH Choc-o-laté	VM-78133-ROB-X22	7340161402149	27340161402143	2021-11-01
Nov 2021	VM-VH10-V17	VH10 10x 1 kg	VH10	VM-75965-V17	7340161402019	27340161402013	2021-11-01
	VM-55101VH-V17	VH Selection UTZ 10x 1kg	VH Selection	VM-75966-V17	7340161402040	27340161402044	2021-11-02
Dec 2021	VM-VH8-V17	VH FT Choco UTZ 10x 1kg	VH FT Choco	VM-75968-V17	7340161402071	27340161402075	2021-12-06
	VM-VH2-V17	VH2 10 x 1kg	VH2	VM-75969-V17	7340161401999	27340161401993	2021-12-01
	VM-VH12JH-V17	VH12 UTZ 10x 1kg	VH12	VM-75971-V17	7340161402002	27340161402006	2021-12-20
	VM-VH15-V17	VH15 UTZ 10x 1kg	VH15	VM-75964-V17	7340161402026	27340161402020	2021-12-16
Jan 2022	VM-55176-V46	VH Passion UTZ 10 x 750 g	VH Passion	VM-75974-V46	7340161402064	27340161402068	2022-01-21
	VM-55136-V46	VH Less Sugar 10x 750g	VH Less sugar	VM-75972-V46	7340161402033	27340161402037	2022-01-xx
March 2022	VM-VH6HC-V86	VH6 UTZ Retail 8x10x23g	VH6 retailbox	VM-72145-V86	7340161402101 (retailbox)	27340161402105 (tray)	2022-03-15
	VM-VH6HC-V85	VH6 UTZ Display 100x23g	VH6 displaybox	VM-72146-V85	7340161402095 (sachet)	7340161402118 (displaybox)	2022-03-15
	VM-55139-V32	VH FT Choco UTZ 8x10x25 g	VH FT Choco retail	VM-72147-V32	7340161402347 (retailbox)	27340161402150 (tray)	2022-03-15
	VM-55144-V17	VH Temptation UTZ 10 x 1kg	VH Temptation	VM-75973-V17	7340161402057	27340161402051	2022-03-xx
April 2022	VM-51111-V46	VH White Choco 10 x 750 g	VH White	VM-75970-V46	7340161402163	27340161402167	2022-04-xx
July 2022	VM-VH67-V99	VH Cocoa TinYel 12x460 g	VH Cocoa tin large	VM-78137-V99	7340161402132	27340161402136	2022-07-01
	VM-VH-62-V99	VH Cocoa Tin Blue 24x230g	VH Cocoa tin small	VM-78136-V99	7340161402125	27340161402129	2022-07-01
Sept 2022	VM-VH64-V92	VH Cocoa Pack 24x125 g	VH Finest cacao small	VM-78134-V92	7340161402200	27340161402204	2022-09-01
	VM-VH64-V65	VH Cocoa Pack 12x250g	VH Finest cacao large	VM-78135-V65	7340161402217	27340161402211	2022-09-01
	VM-61123-V99	VH Santo Dom SE-EKO-01 UTZ 750g	VH Santo Domingo	VM-75975-V99	7340161402187	27340161402181	2022-09-01
TBD	VM-VH1F-V17	VH1F 10 x 1kg UTZ	VH1	VM-75977-V17	7340161401982	27340161401986	2022-xx-xx