



Press Release

Thriving nature: Cacao Barry's commitment to carbon neutral chocolates.

Paris, January 1st, 2019 - Chocolate is about emotion, a pure and unique flavour experience that can be traced back to the bean. With this in mind, Cacao Barry brings flavor excitement by extending chefs' ethical experience of chocolate, from the moment the cacao pod is picked, to the moment it is sublimed by pastry chefs and chocolatiers. This means respecting nature, helping cocoa farmers prosper, ending child labour and deforestation on farms, and ensuring all our product ingredients are 100% **sustainable** and **traceable**. Because chocolate shouldn't leave a bitter aftertaste on our collective conscience. It tastes better when eating it feels good and we know we are contributing into a great cause.

Deforestation and carbon emissions are real threats to the cocoa ecosystem, the lives of farmers and, ultimately, the taste of cocoa itself. This is why Cacao Barry aims to become **carbon neutral by 2025** by creating enough of an impact to offset its carbon footprint. The goal is also to become **forest neutral** by that time by eradicating deforestation in the supply chain and participating in reforestation efforts in cocoa-producing areas. The only thing we're *not* neutral about is the origins of chocolate, and the state of the environment.

What is **Pureté**? An intense, pure flavour made from 100% sustainable and traceable cocoa. This chocolate is delivered with an optimised farmer-to-chef program to ensure the creation of high-quality cocoa that provides chefs with the freedom to pair with different flavours.

For every kilo of **Pureté** sold, a premium goes towards training the farmer to protect plantations and increase their income. **Pureté** is brought to you by a 5,000-strong community of farmers from about 16 cooperatives. **For each kilo of Pureté chocolate sold, 0,20 EUR is donated to the Cocoa Horizons foundation.**

Climate-friendly cocoa is about improving biodiversity at the farm level, supporting climate smart farmers, and running intelligent, deforestation-free farms based on sound agroforestry practices.

We plan to implement this ambitious **6-year plan to let nature thrive**. Apart from distributing and planting cocoa and non-cocoa trees to restore farmland, we also want to raise farmers' awareness on environmental protection by investing in farmers' expertise post-harvest. We will use GPS farm mapping to ensure cocoa is not being sourced from forested land, and distribute cleaner energy cook stoves in farmer homes to eliminate wood-burning stoves.

Our journey towards carbon neutral cocoa is well underway with **Forever Chocolate**, the Barry Callebaut Group 2025 commitment to sustainability.

Every action counts, from making farmers part of the solution, to buying Puret . We are taking a bold step through tangible actions and investments. Our Puret  range is proof of our social and environmental engagement.

We set out 175 years ago as pioneers in the industry to bring diversity of flavor to chefs, now we want to make chocolate that bring the change and let nature thrive.

Farmers and chefs, together, we let nature thrive : all protectors of the diversity and intensity of cocoa flavors.

Join us. Discover our journey on cacao-barry.com

↔ **About Cacao-Barry**® (www.cacao-barry.com)



For 175 years, Cacao Barry has been using all its know-how and expertise to offer gastronomy professionals exceptional chocolate. Founded in 1842 by Charles Barry, a true pioneer and passionate about chocolate, it was during a trip to Africa that he discovered the cocoa beans allowing him to create his very first exceptional chocolate.

Now Cacao Barry is:

- Popular in more than 90 countries (France, United States, Canada, South Korea, China, Japan, Italy, Spain, United Kingdom ...)
- Has many varieties offered from exceptional plantations in Africa, Asia or Latin America.
- An international community of chefs and Chocolate Academies around the world (20 chocolate academies, 11 chefs Cacao Barry, 75 ambassadors Cacao Barry).
- A responsible and committed brand for the environment, with the goal by 2025 to offer 100% sustainable chocolates. Thanks to its "Thriving nature" commitment, Cacao Barry aims to ensure sustainable growth of the chocolate industry through a movement that includes planters, civil society, industry, governments and chocolate lovers.
- Made-to-measure services to give chefs and pastry chefs more freedom in their creations.

Cacao Barry On-line

Cacao-Barry official website: Cacao-Barry.com

Cacao-Collective: Cacao-Barry.com/CacaoCollective

Facebook: <https://www.facebook.com/Cacao-Barry-279043442285716/>

Instagram: [@cacaobarryofficial](https://www.instagram.com/cacaobarryofficial)

Contact for the media

Manoela P dron

Global Brand Manager Cacao Barry®

Direct line: (+33) 130228527

@: manoela_pedron@barry-callebaut.com