



Create. Share. Grow.™

Cacao Barry Brand Book

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Cacao Barry History

A history

rich in heritage and driven by innovation.

1842

Cacao Barry creation



1932

First couverture chocolates

1973

First Chocolate Academy

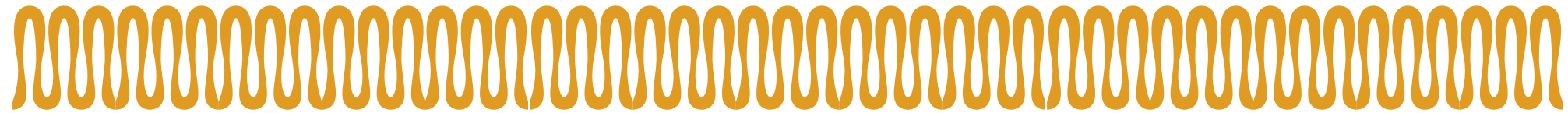


1976

First BtoB chocolate brand to create moulds for artisans

1989

Pailleté Feuilletine™ creation



1923

Acquisition by the Lacarré family. Expansion into Latin America



1963

Baking sticks creation

1974

Co-branding with Maison Lenôtre



1988

Pistoles™ invention

A history

rich in heritage and driven by innovation.

1994

Origins range creation



2021

Wholefruit chocolate Evocao™



2023

Cocoa Powders collection



2025

Matsiro 70%



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2006

Plantation range creation



2022

First pastry shops international selection, in partnership with La Liste



2024

Historic site renovation

2026

New Brand Identity launch





Brand Movie

BRAND MOVIE

Create. Share. Grow. - Cacao Barry

Grow



0:26 / 0:40

**CACAO
BARRY**
fondée en 1842



Cacao Barry

Manifesto



Manifesto

Behind every pastry, there's a journey.
Behind many icons, the roots of French heritage.
Behind every gesture, a story of trial and precision.
From the first steps at school to the quiet confidence
of experience – we know the path is demanding,
and no day is ever the same.

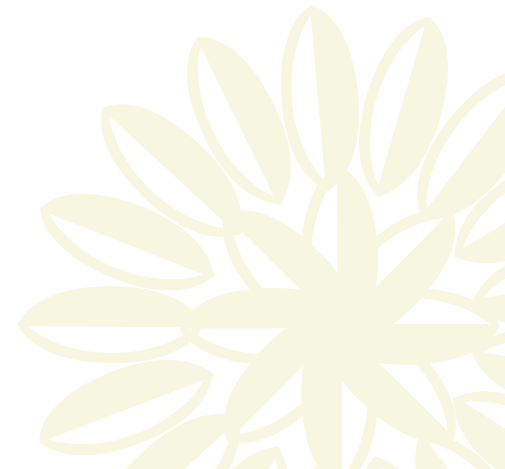
We walk that journey with you.
Not to lead, but to stand beside you.
Not to define tradition, but to help you shape your
own.
Not just for where you are — but for where you're
going.

**We are the committed partner of chefs
who are moving tradition forward.**

Artisans who don't blindly follow trends,
but keep heritage alive by reinventing it –
day after day, gesture by gesture.

Excellence, to them, isn't static.
It's cultivated, challenged, shared.
Cacao Barry is here to equip, inspire,
and support them at every stage of their career,
with reliable products of exceptional quality,
modernity
and playful spirit.

Create. Share. Grow.





Purpose & mission



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Purpose and mission

Cacao Barry®'s mission is to support artisans—pastry chefs, bakers, confectioners, and ice cream makers—in evolving tradition with high standards and modernity.

For nearly 200 years, the company has stood by their side and committed to supporting them in their pursuit of excellence, promoting gastronomic culture, and drawing on French elegance, technique, and heritage, while respecting nature.



CREATE

We create high quality and reliable products with a strong heritage, that chefs need to excel, to find the right texture.



SHARE

Every day, we share the French know-how, techniques and gestures, not to define only one vision but to help chefs to shape their own.

GROW

We support and inspire chefs at every stage of their journey—to grow, evolve, and move the tradition forward.





Visual identity



Logo

Main logo

With our new positioning, our logo evolves as well.

The former logo shifts from its abstract heavier looks to a more modern, decodable elegance that embraces our future role, and in which our DNA and roots also find their rightful place – ready for a digital era.

La Cabosse [the cocoa fruit] is at the heart of our logo, yet in a stylised, recognisable open shape – reflecting the refinement that characterises the work of chefs, and the openness of the brand to welcome every chef.

The accolades around the fruit symbolise our mutual quest for excellence. Our sign-off with 'fondée en 1842', in French, highlights the pride of our roots and our DNA.



Before



After

Main logo

Use our main logo in every expression:
on covers and backcovers, in ads, etc.



Simplified logo

Our simplified logo is created to sign off
inside pages of brochures, recipes books or
use as an additional element for branding. It
can only be used when the main logo has been
used to establish the brand.



Colours

Our main colours

Our main colours are black and white. They are our commonly used colours in our expressions for backgrounds, borders and body copy.

Le Noir

R34 G34 B34
C0 M0 Y0 K100
#222222

Le Blanc

R255 G255 B255
C0 M0 Y0 K0
#ffffff

Our supportive colours

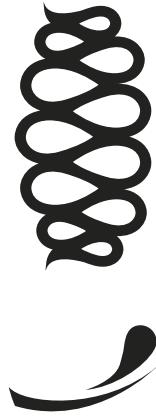
Our colour palette is inspired by famous classics in French Pastry – a world of vivacity, freshness and exploration. Please note that it is mandatory **to only use one single supportive colour per layout.**

<p>Le Framboisier</p> 	<p>Le Paris-Brest</p> 	<p>La Tarte Citron</p> 	<p>Le Macaron Pistache</p> 	<p>Le Royal</p> 	<p>La Tarte aux Myrtilles</p> 
<p>R193 G50 B86 C4 M92 Y50 KO PMS 7635 C #c13256</p>	<p>R224 G155 B34 C0 M45 Y97 KO PMS 7563 C #e09b22</p>	<p>R249 G222 B81 C0 M10 Y80 KO PMS 101 C #f9de51</p>	<p>R216 G211 B106 C20 M8 Y72 KO PMS 585 C #d8d36a</p>	<p>R121 G82 B74 C33 M64 Y58 K36 PMS 7616 C #79524a</p>	<p>R56 G33 B50 C65 M87 Y45 K65 PMS 7449 C #382132</p>

Graphics

The Signature of the Pastry Chef

We enrich our layouts with the playful signs of renowned chefs' gestures. These signs are the refined representation of their famous piping techniques, symbol of elegance and creativity in French Pastry.



Visuals examples



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Product ranges

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Chocolate Ranges and Signature Products

Each range offers its own advantages, such as distinctive flavours or optimised fluidity. Cacao Barry® continually reinvents itself to always provide new creative possibilities.





RARE RANGE

The Rare range is the result of a fully transparent selection of exceptional chocolates, available in limited quantities. What they have in common: producers with captivating stories, driven by a passion for cocoa cultivation and committed to sustainable farming practices.

The result is Rare chocolates, crafted in limited editions from boldly aromatic cocoa grown in remote regions.

All ranges offer their own advantages, such as distinctive flavor profiles or optimized fluidity. Cacao Barry® continually reinvents itself to always provide new creative possibilities.



HÉRITAGE RANGE

This is the historic range, which includes the very first Cacao Barry® couverture chocolate. It is specially designed for creating iconic French pastries. Made from carefully selected beans sourced in West Africa, the Héritage range offers optimal consistency and workability. The range also includes chocolates co-created with Lenôtre, the result of over 40 years of collaboration in the service of the most demanding chefs.



PURETÉ RANGE

The Pureté range respects and enhances the cacao fruit by revealing its purest and most intense flavors. It is crafted using the exclusive Q-Fermentation™ process, which involves adding natural enzymes to the mucilage surrounding the beans in order to achieve a homogeneous, controlled, and optimal fermentation.





100% COCOA PRODUCTS

Cacao Barry® has selected the finest cocoa beans to offer high-quality cocoa mass, cocoa nibs, and cocoa butter. Ideal for personalizing recipe intensity and adjusting fat content.



PRALINÉ

Carefully selected nuts are roasted and transformed into pralinés and pure nut pastes to bring texture and flavor to chefs' creations.



SERVICE PRODUCTS

This range includes gourmet ready-to-use products designed to add flavor and texture to creations, such as the crispiness of pailleté feuilletine and coating compounds that do not require tempering.



MOULDS

To unleash creativity, Cacao Barry® offers a collection of molds for bonbons, eggs, tablets, snacking bars, hollow figures, and more—designed to surprise and delight customers.



BAKE-STABLE PRODUCTS

Chocolate chips, baker's sticks, fillings... the bake-stable product range is ideal for making viennoiseries and perfectly baked cookies.



Sustainability

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In collaboration with chefs and cocoa growers, Cacao Barry® is at the heart of the effort to ensure a sustainable cultivation of cocoa and nuts that respects both the environment and people, through a powerful impact-driven program.

The brand is notably a partner of Cocoa Horizons, an impact program focused on improving the prosperity of cocoa farmers and empowering farming communities, while protecting and promoting nature, children, and human rights.

With this commitment to traceability and sustainability, Cacao Barry® strengthens its support for cocoa growers. This relationship of trust enables the company to share with artisans unique, tailor-made flavors sourced from remarkable origins.





Historic site

Located on the right bank of the Seine, 40 kilometers from Paris, the headquarters reflects Cacao Barry®'s ongoing commitment to innovation, excellence in flavor, sustainability, and supporting chefs.

The headquarters was designed with sustainability in mind: energy-efficient management, environmentally friendly materials, and eco-conscious construction practices. These premises embody Cacao Barry®'s vision for a sustainable future.



NEW CACAO BARRY HISTORIC SITE

Located 40 km from Paris



CREATIVE SPACE

Inspired by the cacao fruit, the creative space offers a visual and sensory environment designed to spark creativity. A true idea incubator where past and present meet to shape the future of chocolate!



CACAO BARRY EXPERIENCE

The 200m² space showcases Cacao Barry's expertise and rich history since its founding in 1842: a timeline, product highlights, and creations displayed through the years.



GOURMET CHOCOLATE

Equipped with professional barista machines, this area is perfectly suited for demonstration sessions and co-creation workshops with our experts, combining the complementary worlds of coffee and chocolate in beverage applications.

Chocolate Academy™

DEMONSTRATION ROOM

Within the Chocolate Academy, a 50-seat demonstration room equipped with screens and a video system.



TRAINING LABORATORY

A 170 sqm training lab designed to host training sessions, inspiration days, masterclasses, and more.





Alexis Sanson, Director of the Callebaut Chocolate Academy™ France.

A rich and committed career serving
artisanal chocolaterie

He is a recognized Chocolatier and Trainer, passionate about passing on knowledge. He built his expertise in prestigious establishments and renowned training centers. After beginning his career at Yver Chocolatier, he became Head Chocolatier at Christophe Roussel, then Chocolatier Trainer at the INBP in Rouen, before joining the Académie des Experts Déliceet Création. There, he leads masterclasses for artisans as well as international training sessions. His career is marked by competitions and distinctions: finalist in the MOF Chocolatier –Confiseurcompetition in 2022, assistant expert for WorldSkills France (2019–2023), winner of two awards at the “Mondial des Arts Sucrés” (2017), recipient of two awards and a special Display Award at the “TrophéePascal Caffet” (2013–2014), and participant in the “Coupe de France des Jeunes Chocolatiers–Confiseurs” (2011).



The Cacao Barry Ambassadors Club

The Cacao Barry Ambassadors Club is a **community of excellence** bringing together around fifteen **passionate chefs to co-create, exchange with peers, explore trends, showcase tasting expertise and technique around chocolate, and proudly speak about the brand's products.**

It offers its members **enhanced visibility, exclusive opportunities, and privileged access to the brand's universe.**



AMBASSADORS



Emmanuel Ryon

MOF Glacier, World Pastry Champion, Relais Desserts member



Thierry Bamas

MOF Pâtissier, World Champion of Frozen Desserts



Aurélien Trottier

Head Pastry Chef, Relais Desserts member



Thierry Lalet

Head Chocolatier, President of the Federation of Chocolatiers and Confectioners



Morgane Raimbaud

Two-time French Dessert Champion



Loïc Beziat

World Champion of the Sweet Arts, Relais Desserts member



Xavier Berger

MOF Chocolatier Confiseur, Relais Desserts member



Yoann Laval

Pastry Chef & Chocolatier, Winner of the World Chocolate Masters France



Ken Thomas

Executive Chef, Société des Bains de Mer



Sébastien Lesage

Head Pastry Chef, Member of Tradition Gourmande



Pierre Mirgalet

MOF Chocolatier Confiseur



Muriel Aublet-Cuvelier

Head Pastry Chef



Alexis Beaufigl

World Champion of the Sweet Arts





Thank you



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