

BARRY CALLEBAUT

A chocolate-flavoured world

World chocolate leader... A title to make the mouth water: with over one million tonnes of chocolate sold each year and 8,000 employees all over the world, the Barry Callebaut group dominates the chocolate market, delighting individuals, craftspeople and industrial companies with chocolate sweets, truffles or cocoa powder. Born in 1996 from the merger of the French firm Cacao Barry and the Belgian Callebaut, the company set up its head office in Zurich.



Present in Europe, America and Asia, Barry Callebaut meets the needs of the whole food industry. *“Internationally, we are the only group to offer a specific approach by market segment”,* states Philippe Janvier, Vice-President Europe for the Gourmet branch and Country Coordinator of Barry Callebaut France. More specifically, the Barry Callebaut group has several divisions. The Cocoa division takes care of the cocoa beans and their transformation

into a raw material. The Food Manufacturer division works with international industrial customers. The Consumer division sells its products in Europe under the brands Van Houten, Sarotti and Alprose, and under the Brax brand in North America. The Vending division supplies company vending machines with chocolate-flavoured drinks. The Gourmet division supplies professionals (chocolate makers, confectioners, bakers, caterers, etc.) with a range of high quality, innovative and practical products to work chocolate in all its forms. Thanks to its seven



Chocolate Academies and its Ambassadors' Club, which today has over 80 chefs, the Gourmet division transmits its know-how to professionals all over the world. It also organises the *World Chocolate Masters*, which is now known as THE international chocolate competition.

Barry Callebaut is also present in Africa, in the countries the beans are grown. *"This industrial set-up enables us to completely control the production*

of retail products to Canada, the United States and Asia. That represents over 120 references sent out to confectioners and caterers.

"Our activity has seasonal highs at Christmas and Easter", says Benoît Lapleigné, Supply Chain Logistics Director at Barry Callebaut France. *"Our logistics partner has to manage orders from all over the world."* Norbert Dentressangle also has to take on board the sanitary constraints related to the product. The vehicles and warehouse

are temperature-controlled, at between 14 and 18°C, with a maximum hygrometry rate of 50 to 60%.

"With the Norbert Dentressangle Group, we are developing a real relation of trust, a real partnership", says Benoît Lapleigné.

"Our contacts know what we need and know that we require an optimal fill rate. In addition, thanks to its comprehensive services and European network, our partnership could enable us to develop the activities of our different branches in the long term. For our company, which is growing strongly in France and all over the world, logistics is a strategic asset."



chain, from the bean to the end product", says Philippe Janvier.

Logistics: a development lever

With proximity being important, the group has production sites on three continents. Its central logistics warehouse is in Wieze, in Belgium. Since 2003, the Norbert Dentressangle Group has been managing the Cacao Barry warehouse for the French and international market of the Gourmet branch. Located in Lagny-le-Sec, the 7,000 sq.m site receives each month more than 3,000 pallets of semi-finished chocolate and dispatches 2,000 pallets

Logistics

- 7,000 sq.m of storage space on the Lagny-le-Sec site.
- Preparation of containers for dispatching to Canada, the United States and Asia.
- Reception, dispatching and re-labelling of packets according to export destinations.



More chocolate

- Cocoa is the 3rd raw material exchanged in the world (2.4 million tonnes) after coffee (5.4) and sugar (105).
- In Europe, the Swiss are the biggest consumers of chocolate (9.7 kg/year/inhabitant), in front of Austria (8.7), Norway (8.1), Belgium and the United Kingdom (7.3) and France (4.6).