

# Entering the Indonesian chocolate market

For some years already, Barry Callebaut has had a strong presence in cocoa products in Indonesia, the world's 4<sup>th</sup> largest country with a population of 250 million and impressive growth rates. The recently signed outsourcing agreement with GarudaFood is our first chocolate outsourcing agreement in Southeast Asia, marking our entry into Indonesia with chocolate and compound products. The agreement also includes the close cooperation between Barry Callebaut and GarudaFood in innovation. Through joint R&D activities, the two companies will develop new products that will support GarudaFood's further growth in the Indonesian market.

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**“This marks an important milestone in our presence in Asia with chocolate.”**

Mikael Neglen, President Chocolate Asia Pacific, Barry Callebaut

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## **Outsourcing enables entry into new emerging markets**

We will supply 10,000 tonnes of compound chocolate per year to GarudaFood's biscuit factory in Gresik (Province of East Java) and plan to significantly increase the capacity over the next three years. We are taking over some of the manufacturing equipment from GarudaFood and set up our operations in a new factory building on the premises of the GarudaFood biscuit plant in Gresik.

The ground breaking ceremony for the new factory in September 2015 was a first milestone in this partnership and will pave the way for the construction of our first chocolate and compound factory in Indonesia. The implementation of the agreement will start in mid-2016 and also include a combined effort to speed up product innovation.

Partnering with the GarudaFood Group not only allows us to partner with a leader in one of the most vibrant economies in Asia Pacific but also to gain a strategic foothold in an emerging market that offers significant growth potential.



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19   
**CHOCOLATE  
ACADEMY**  
centers worldwide

  
CHOCOLATE  
ACADEMY

 VALLEBAUT  BARRY  Cocoa

## “I am truly excited about this partnership.”

Hardianto Atmadja, CEO GarudaFood

### GarudaFood

GarudaFood, founded in 1990, is one of the largest food and beverage companies in Indonesia and the recipient of multiple top national brand awards. GarudaFood manufactures and markets snacks, biscuits, confectionery products, dairy and beverages. It employs about 18,000 people.



of 19 CHOCOLATE ACADEMY centers run by our own chefs offers high-level training. In 2014/15, they trained over 36,000 chocolate aficionados at our state-of-the-art facilities. We expanded our infrastructure, updating the Chicago CHOCOLATE ACADEMY center, relocating our CHOCOLATE ACADEMY in Russia to down-town Moscow, and opening our first centers in Tokyo, the world’s gourmet capital, Cologne, Germany, and Dubai, UAE. These investments will support the further evolution of our Gourmet business, one of our drivers for profitable growth.

### Additional information

<http://www.barry-callebaut.com/garuda-food>  
<http://www.chocolate-academy.com>

### Gourmet supports our drive for profitable growth

Next to being the leading supplier to food manufacturers, Barry Callebaut is also the world’s leader in serving artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

Constantly on the lookout for the latest trends, we work with our growing number of award-winning Chefs to develop new applications and products that complete our existing broad product range. Our global network