

## Puratos starts chocolate production in Côte d'Ivoire



### **CHOCOLANTÉ: PURATOS' FIRST CHOCOLATE MADE IN CÔTE D'IVOIRE**

Just over a year ago, Puratos, the global provider of solutions for bakery, patisserie and chocolate, created four new subsidiaries on the African continent, among which, Puratos Côte d'Ivoire.

Our commitment to further establishing local presence hits a new milestone with the launch of Puratos' first chocolate made in Côte d'Ivoire.

Since 1988, Puratos produces chocolate in Belgium under the brand Belcolade, as well as in North America, South America, Asia, and since July 2021, in Africa under the brand Chocolanté.

Côte d'Ivoire is the world's first producer of cocoa beans. With 100% Ivorian beans, fermented and processed in the region of San Pedro by Puratos/Belcolade, 300km West of Abidjan, this new Chocolanté benefits of full integration from farmer to chocolate.

Chocolanté chocolate will be sold in Côte d'Ivoire and exported to other African countries.

*"I am proud to witness the launch of Puratos' first chocolate production on the African continent with Chocolanté Côte d'Ivoire. By working side by side with local communities, we produce a delicious range of chocolates, certified Cacao-Trace, with the commitment to improving the living conditions of cocoa farmers,"* comments Edouard Pot, Regional Director of Emerging Markets in Asia Pacific, Middle East and Africa at Puratos

### **About Puratos**

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information, visit [www.puratos.com](http://www.puratos.com)

Groot-Bijgaarden, September 2021



## CACAO-TRACE: TOGETHER FOR A BETTER FUTURE FOR COCOA AND CHOCOLATE

Around the globe, close to 50 million people are dependent on cocoa for their livelihoods. On average, cocoa farmers earn less than €2 per day, an income below the poverty line.

The Cacao-Trace program trains farmers and helps them to deliver cocoa beans of superior quality, increasing their revenue through a premium price and a chocolate bonus of €0.10 per kilo of chocolate, on top of conventional farm gate price. Today the premium price and chocolate bonus add up to the equivalent of 3 to 4 extra months of salary.

Since its creation in 2014 by Puratos, the Cacao-Trace program is active in many countries around the world<sup>1</sup> and aims to increase its net positive social and environmental impact on the cocoa supply chain.

Cacao-Trace positively impacts farmers communities in San Pedro region. Not only do farmers receive a quality premium for cocoa beans meeting Cacao-Trace standards, but the unique chocolate bonus programs has already funded several projects which includes providing 500 educational scholarships farmer's children and building 3 water stations, 2 schools and 1 fully equipped maternity building.

Puratos is strongly committed to sustainably sourcing cocoa, with continuous efforts to end deforestation related to cocoa and to strive for a living income for cocoa growers.

By 2030, 100% of Puratos Group cocoa ingredients will be sustainably sourced, 30 % of cocoa ingredient will be sourced through the Cacao-Trace Program.

Puratos has recently closed on a €1 billion financing from a group of private investors including Barings as the lead account. The first draw of the financing will be used to further accelerate the Cacao-Trace program.

### About Cacao-Trace

Cacao-Trace is Puratos' sustainable cocoa sourcing program that focuses on better tasting chocolate, and in the process creates value for all, from farmer to consumer. Chocolate is obtained from the highest quality beans, fermented and dried according to strict guidelines. The program was initiated in 2014 and now counts 8.867 farmers from 7 cocoa producing countries.

For further information, visit [www.cacaotrace.com](http://www.cacaotrace.com)

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<sup>1</sup> Cameroon, Ivory Coast, Mexico, the Philippines, Papua New Guinea, Uganda, and Vietnam.