



About Puratos

Puratos is an international group, which offers a full range of innovative products, raw materials 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

Puratos Grand-Place Vietnam confirms its commitment to the sustainable cocoa industry in Vietnam

with the opening of a Cocoa Collection and Fermentation Plant and a Cocoa Development Center

14 November 2013, Binh Duong (Vietnam) – Today, Puratos Grand-Place Vietnam inaugurated its Cocoa Collection and Fermentation Plant in Ben Tre province in Vietnam, the first of its kind in the country. This plant also includes a Cocoa Development Center that was opened in collaboration with Mars Group. Both initiatives confirm the strong commitment of Puratos Grand-Place Vietnam towards long-term investment in the Vietnam cocoa industry.

The official opening ceremony of the Cocoa Collection and Fermentation Plant (CCFP), as well as the opening of the Cocoa Development Center (CDC) with Mars Group took place at the Puratos Grand-Place Vietnam site on Giao Long Industrial Zone in Ben Tre province, Vietnam. The ceremony was attended by hundreds of people, including stakeholders from the government and private sectors, as well as farmers and key industrial players.

A vertically integrated approach to quality cocoa

With the official opening of the first CCFP, as well as a CDC, Puratos Grand-Place Vietnam confirms its commitment and investments to accelerate the development of the sustainable cocoa industry in Vietnam. It is also proof of the company's vertical integration approach to cocoa.

Mr. Gricha Safarian, Managing Director of Puratos Grand-Place Vietnam, comments: "The "beans to bar" concept will be the game changer to the cocoa industry in Vietnam. The opening of the fermentation plant is one of the last steps taken in the region to achieve a full vertical integration from cocoa beans to chocolate bar. This is the result of over ten years of continuous efforts and investment that has gone into the processing of chocolate in Vietnam. Our commitment is strong and our quality

approach guarantees the sustainable development of this industry in Vietnam. Instead of relying on importing high added value from abroad, Vietnam is now turning into an exporter of high added value cocoa raw material.”

Cocoa Collection and Fermentation Plant (CCFP)

The CCFP is a post-harvest centre, where local farmers can bring their cocoa pods for fermentation, drying and bagging for export. By handling the post-harvest process, Puratos Grand-Place Vietnam gains full control over the quality of the cocoa products. In return, farmers can enjoy a better price for their pods, as well as find support services offered by the CDC.

Today, this focus on quality is already paying off. At the end of October, cocoa beans from Puratos Grand-Place Vietnam were given an International Cocoa Award at the Salon du Chocolat in Paris (France) as part of the “Cocoa of Excellence” programme.

Cocoa Development Center (CDC)

The CDC is established in collaboration with Mars Group as a centralised demonstration and training centre for sustainable cocoa farming. The centre aims to showcase best practices, conduct applied research and offer training to farmers and other stakeholders. Most importantly, it will allow farmers to see for themselves what a successful cocoa farm should look like. The CDC is a model for sustainable cocoa farming staffed by expert agronomists with strong organisational, technical and communication skills.

The opening of the CDC is supported by the “Lucky Mekong Cocoa Programme”, which aims to attract local farmers to the centre and to promote the cultivation of cocoa in the Mekong Delta.

Accelerating the future of Vietnam cocoa

Against the background of the official opening ceremony, Puratos Grand-Place Vietnam also hosted “Accelerating the future of Vietnam cocoa”, the first-ever round table discussion

with key stakeholders from all parts of the supply chain – from government bodies, NGOs and farmers to cocoa players, universities and confectioners' businesses. The aim was to create a platform for sharing experiences, ideas and knowledge, and ultimately, to confirm the commitments from all stakeholders in the supply chain to actively support the acceleration of the cocoa industry in Vietnam.

Mr. Eddy Van Belle, Chairman of the Board of Puratos Group, concludes: "As a medium-sized user of cocoa beans and cocoa products from all over the world, Puratos Group is keen on securing future supplies of high-quality cocoa beans processed under a sustainable approach. The further developments in Vietnam with the opening of the post-harvest centre and the CDC mark another great step in achieving our goals."

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