



Taste is by far the
most important
purchase driver in the
chocolate industry.

CONFIRMED BY

84%

OF CONSUMERS
GLOBALLY

We transform every step of the journey, **from bean to bar**, into an extraordinary chocolate taste experience.



cocoa farming



fermenting cocoa



best beans selection



distinctive Callebaut
jute-bag beans



flavour analysis



secret bean blend



trademarked bean
roasting process



cocoa
liquor



precise mixing
ingredients



5-roll
refining



thorough conching
chocolate



blocks & Callets™

**Mastery isn't achieved
in a day.**

It's the result of years of
dedication,
craftsmanship, learning,
and passion.





we are CALLEBAUT.
we are masters of taste.

the FUTURE OF TASTE

Reimagining
the Chocolate Experiences

Yeting LIU
June-2026

What you can expect in next 30mins....



What consumer desires?

The Future of Taste



What is cocoa supply & price?

Supply/Demand & Price Volatility



How to Innovation?

Cacao Max
VitalCoa
ChoViva



THE FUTURE OF TASTE

The future of multi-sensory
food & drink experiences

WGSN

 CALLEBAUT®
MASTERS OF TASTE

THE FUTURE OF TASTE

THREE BIG IDEAS



Unsplash | Toa Heftiba

CONNECTED TASTE

Bringing people closer through shared, cultural and social food experiences.



Pexels | Laark Studio

FUN-CTIONAL TASTE

Supporting physical and mental wellbeing through more intentional indulgence.



Pexels | Vikas Jadhao

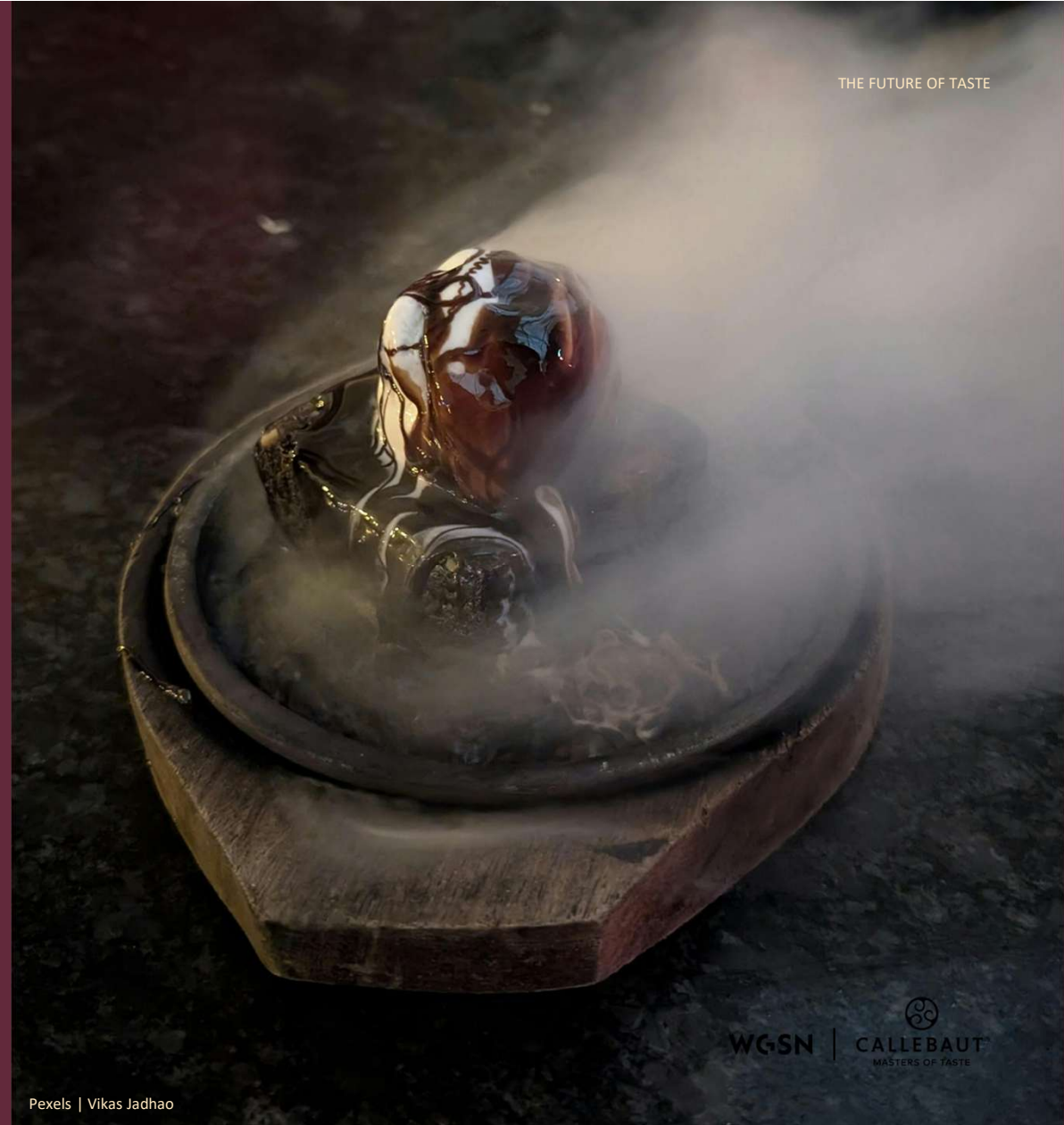
EXTRAORDINARY TASTE

Delivery joy, play and awe through bold, multi-sensory treats.

BIG IDEA 3

EXTRAORDINARY TASTE

As consumers crave unexpected and out-of-the-ordinary experiences to liven up their day, food & drink is taking on dialled-up flavours, textures, effects and interactions.



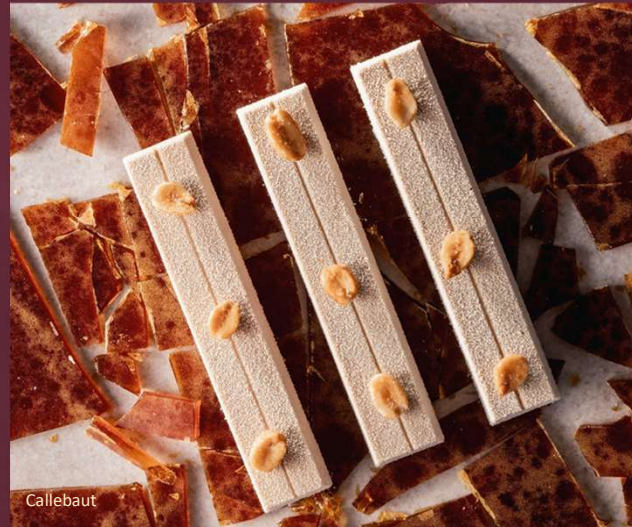
EXTRAORDINARY TASTE CONSUMER TRENDS

FOOD'S FUN ERA



Leaning into playful food & drink experiences that offer escapism

AWE-INSPIRING



Experimenting with creative, boundary-pushing experiences

ACCESSIBLE LUXURIES



Indulging in feel-good, everyday luxuries

BIG IDEA 2

FUN-CTIONAL TASTE

Wellness is now many consumers' top priority, but the focus has shifted from restricting diets to adding and enhancing health while prioritising pleasure.



THE FUTURE OF TASTE

Pexels | Laark Studio

WGSN | CALLEBAUT
MASTERS OF TASTE

FUN-CTIONAL TASTE CONSUMER TRENDS

HEALTHFUL LONGEVITY



Pexels | Feyza Yilirim

Embracing treats that boost longevity and extend health for longer

SNACKIFIED WELLNESS



Pexels | Anete Lusina

Shifting away from restrictive health routines and taking a more joyful approach

ADAPTIVE COMFORTS



Unsplash | Pariwat Pannium

Shifting towards new wellness needs as a result of rising temperatures

BIG IDEA 1

CONNECTED TASTE

Where food becomes a way to
bring people together, strengthening
relationships and cultural identity

THE FUTURE OF TASTE



Unsplash | Toa Heftiba

WGSN | CALLEBAUT®
MASTERS OF TASTE

CONNECTED TASTE CONSUMER TRENDS

CELEBRATION ECONOMY



Deathtostock | Debora Spanhol

Connecting via smaller 'minorstones' and everyday joys

LOCAL EMPOWERMENT



Pexels | Jer Chung

Spotlighting local culture, crafts and community

CULTURAL CURIOSITY

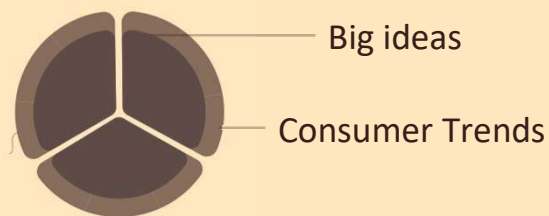


Pexels | Eva Bronzini

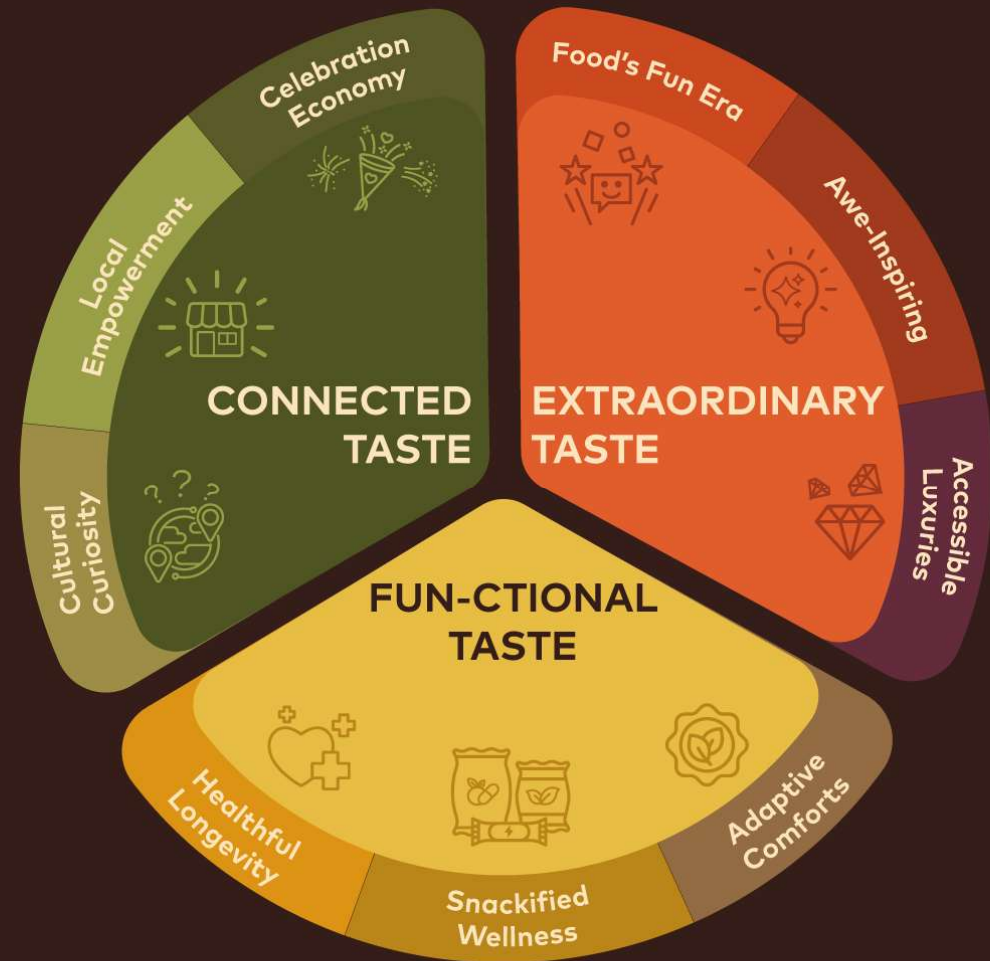
Engaging in increasingly niche cultural exports

THE FUTURE OF TASTE

FRAMEWORK



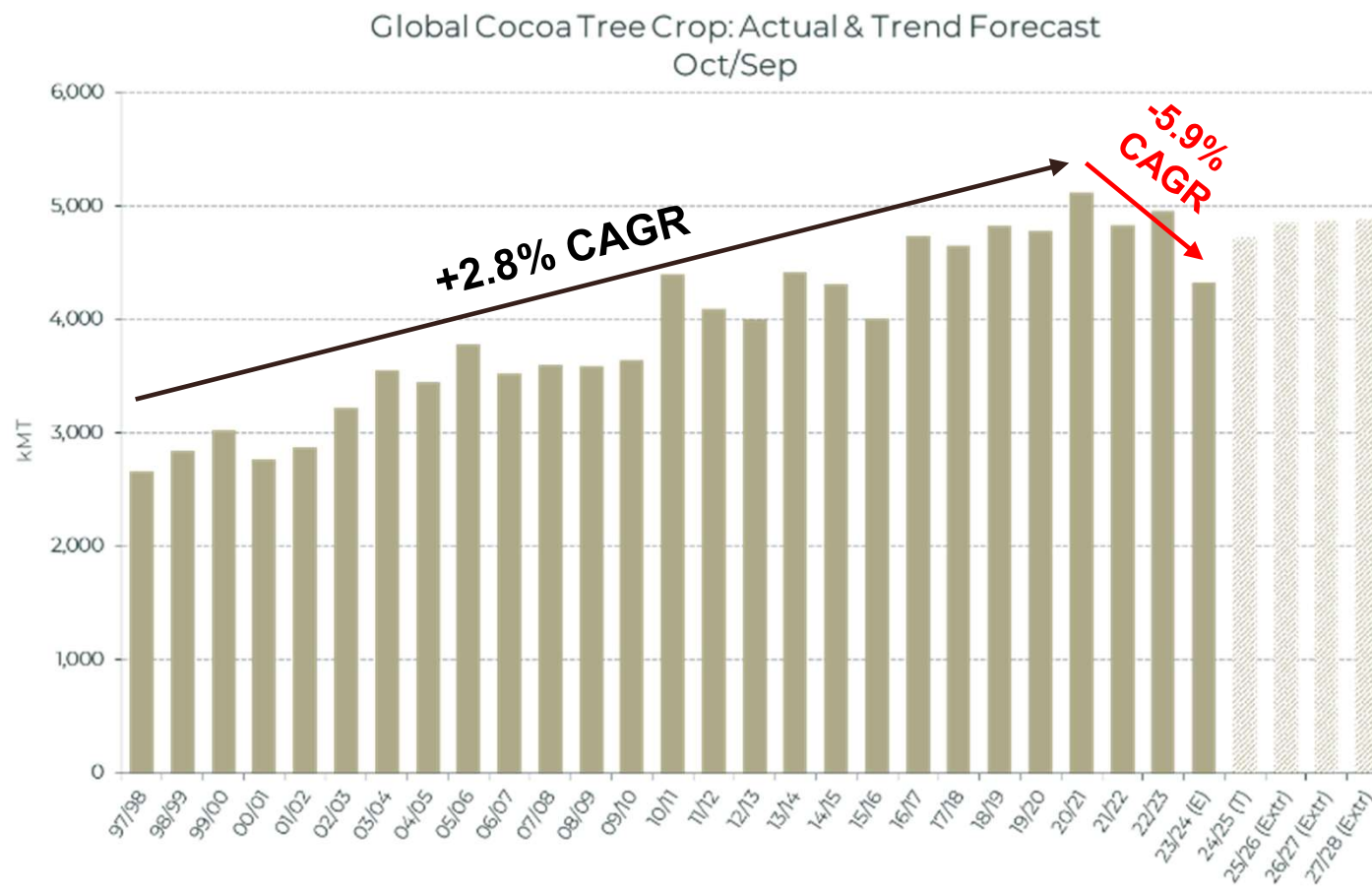
THE FUTURE OF TASTE



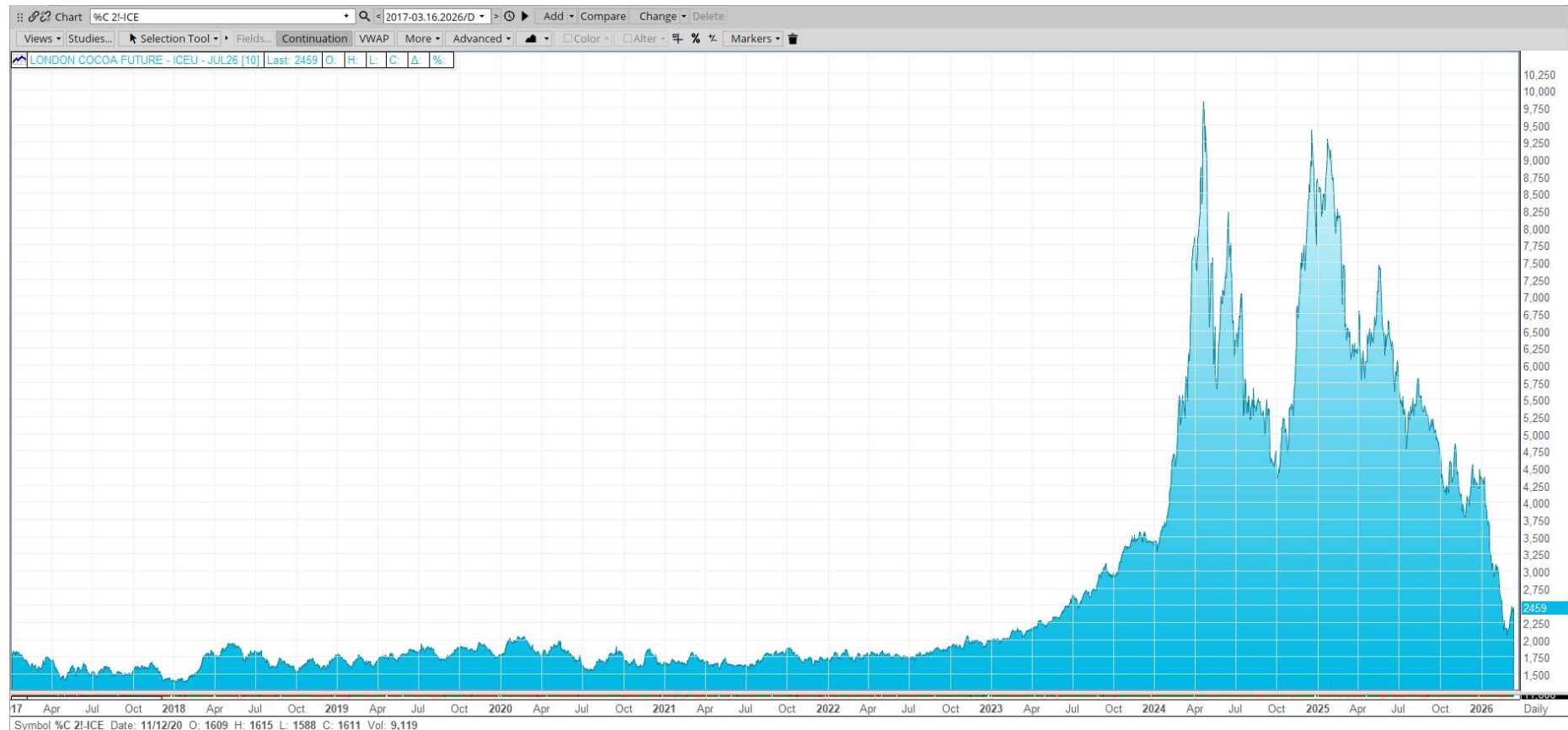
Tensions: Bean Supply & Price



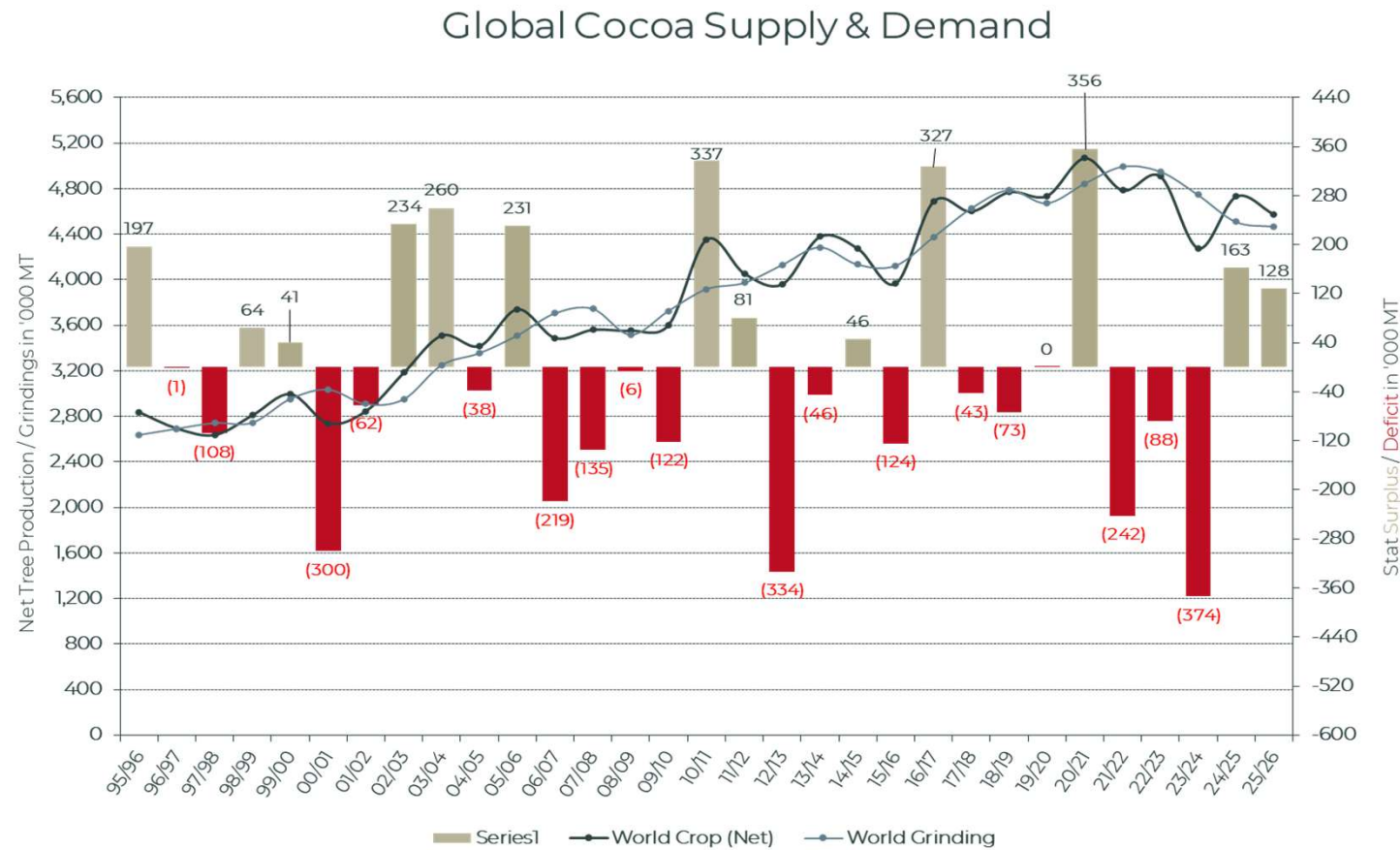
GLOBAL COCOA CROP TREND



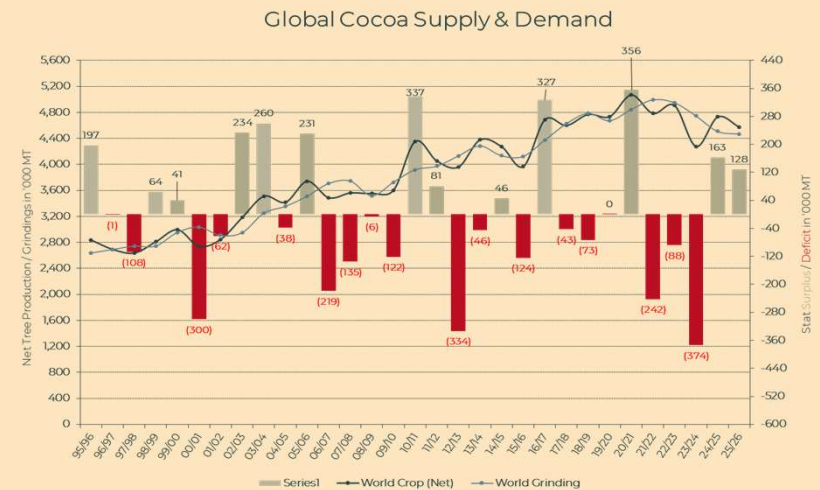
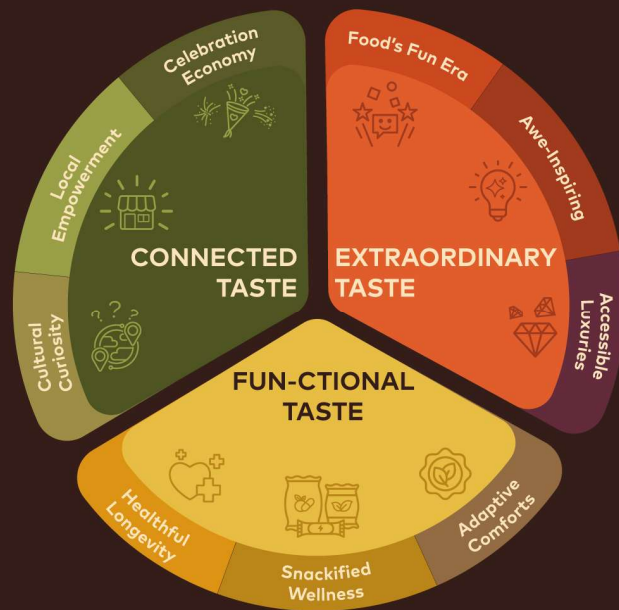
Cocoa price has been very volatile in the past 2 years. It has a negative impact on consumer demand.



Cocoa bean supply & demand gap changes continuously



Tension: how to reimagine the chocolate experiences with bean volatility?



Leveraging science and technology, we are reimagining chocolate experiences with new cocoa farming, new ingredient and new formulation.

More beans / better flavor/ more chocolate experiences / new ingredients /etc



Advance Farming Model

Future Farming Initiative (FFI)



Advance Fermentation Control

Precision flavor development



Advance Chocolate Experiences

Maximize chocolate experience
Alternative with non-cocoa ingredients



Advance Cell Culture

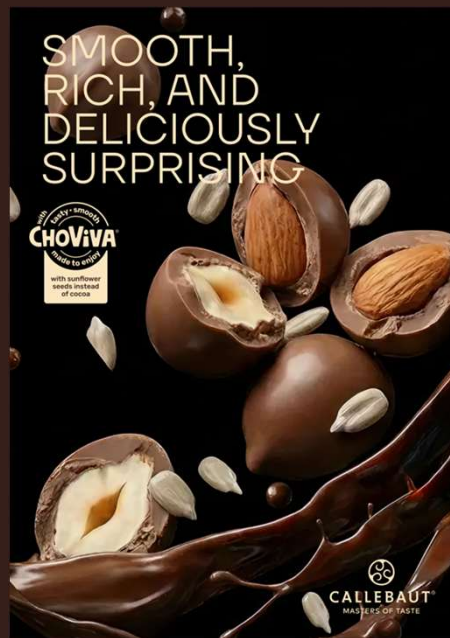
Grow cocoa flavor ingredients and cocoa butter in bioreactors

THE FUTURE OF TASTE

How to innovate new chocolate experiences?



CONNECTED TASTE



FUN-CTIONAL TASTE



EXTRAORDINARY TASTE



THE FUTURE OF TASTE

How to innovate new chocolate experiences?



EXTRAORDINARY TASTE





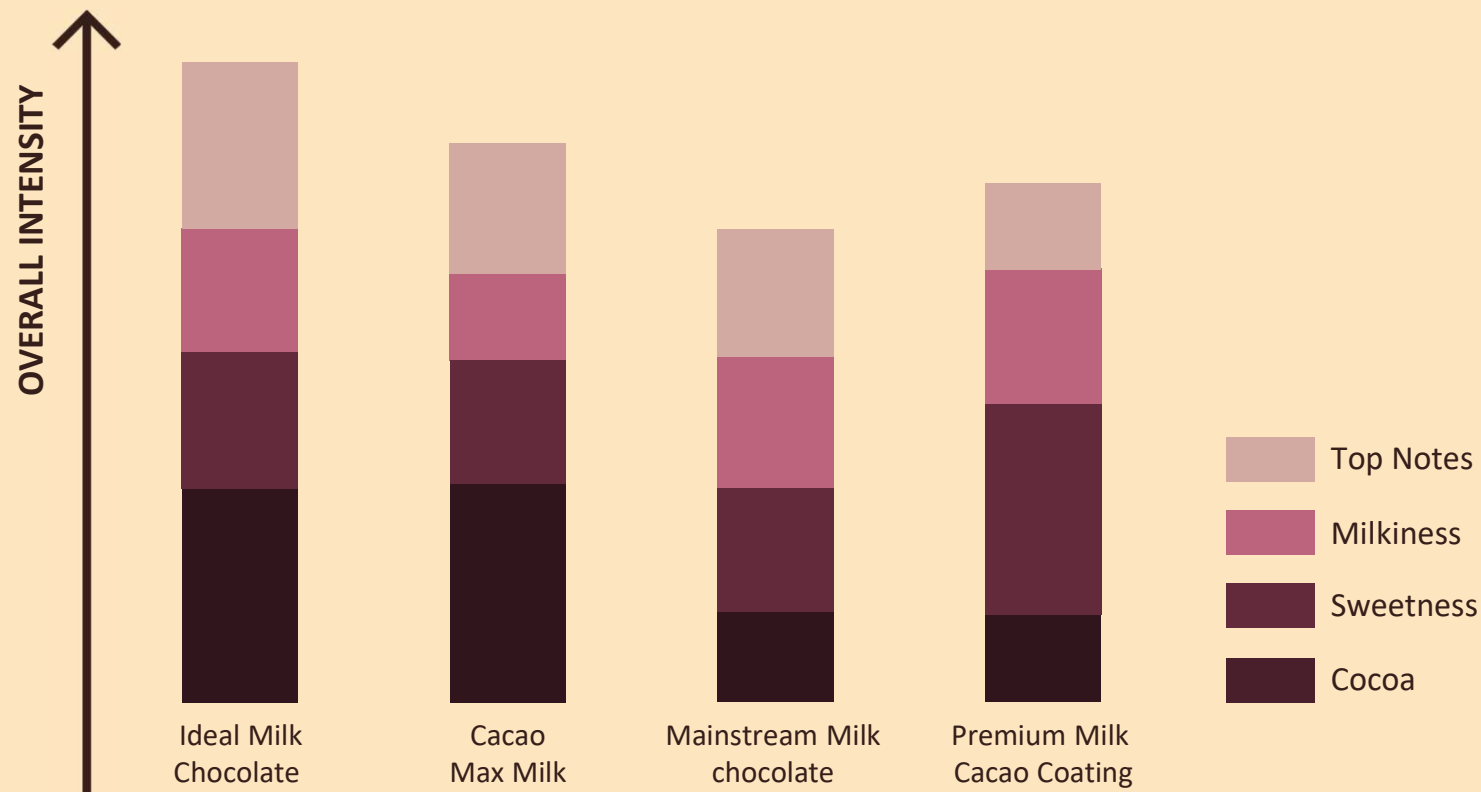
CACAO MAX: COATINGS REDEFINED

RICH, MULTI-DIMENSIONAL TASTE.
SMOOTH, LUSCIOUS MOUTHFEEL.



CALLEBAUT[®]
MASTERS OF TASTE

CACAO MAX RIVALS MAINSTREAM CHOCOLATE IN FLAVOUR BALANCE AND COMPLEXITY

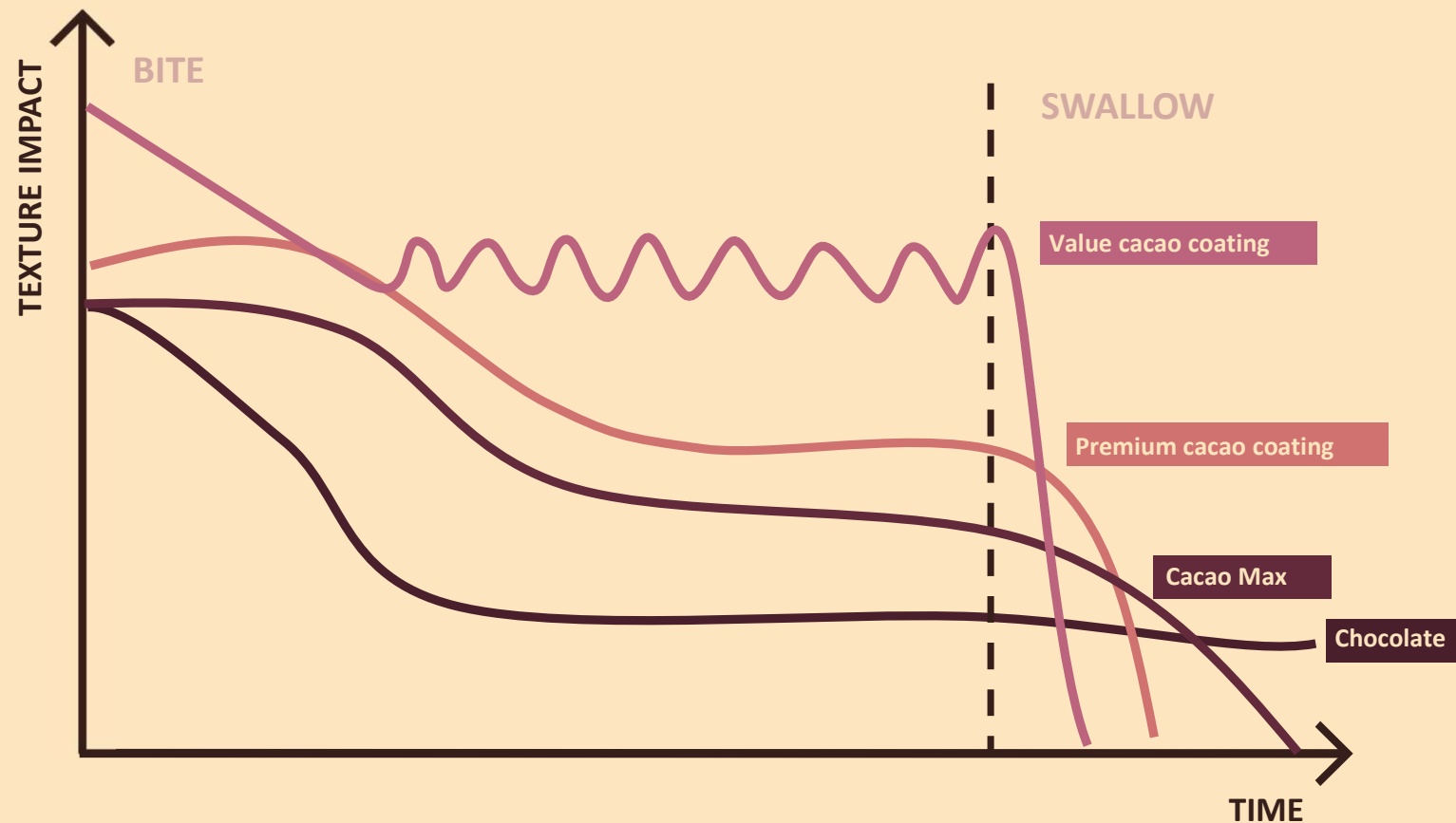


Cacao Max delivers a mild, milky, sweet flavour. The sweetness is similar in intensity to the ideal and has top notes of roasted cocoa and caramel and a slight bitterness.

While **Premium Cacao Coating** delivers an acceptable overall intensity, it has a sugar-forward profile with milder cocoa and an overly sweet aftertaste.

Source: MMR & Barry Callebaut North America Consumer Study: Understanding Sensory Drivers for Compounds, Sept 2025

CACAO MAX DELIVERS A MELTING PROFILE CLOSE TO CHOCOLATE



Cacao Max performs close to the ideal, with a firmer bite that signals quality.

Premium cacao coating has a firm bite and slow, **grainy melt** that lingers with a waxy, after feel.

Value cacao coating has a gritty grainy texture with little or no melting.

DESIGNED FOR INDULGENT CONFECTIONERY & BISCUITS APPLICATIONS



Enrobing clusters



Enrobing snack and protein
bars



Enrobing biscuits and
cookies



Panning confections



CALLEBAUT®
MASTERS OF TASTE

CACAO MAX TASTE CHALLENGE



CALLEBAUT®
MASTERS OF TASTE

WHICH ONE DO YOU LIKE?



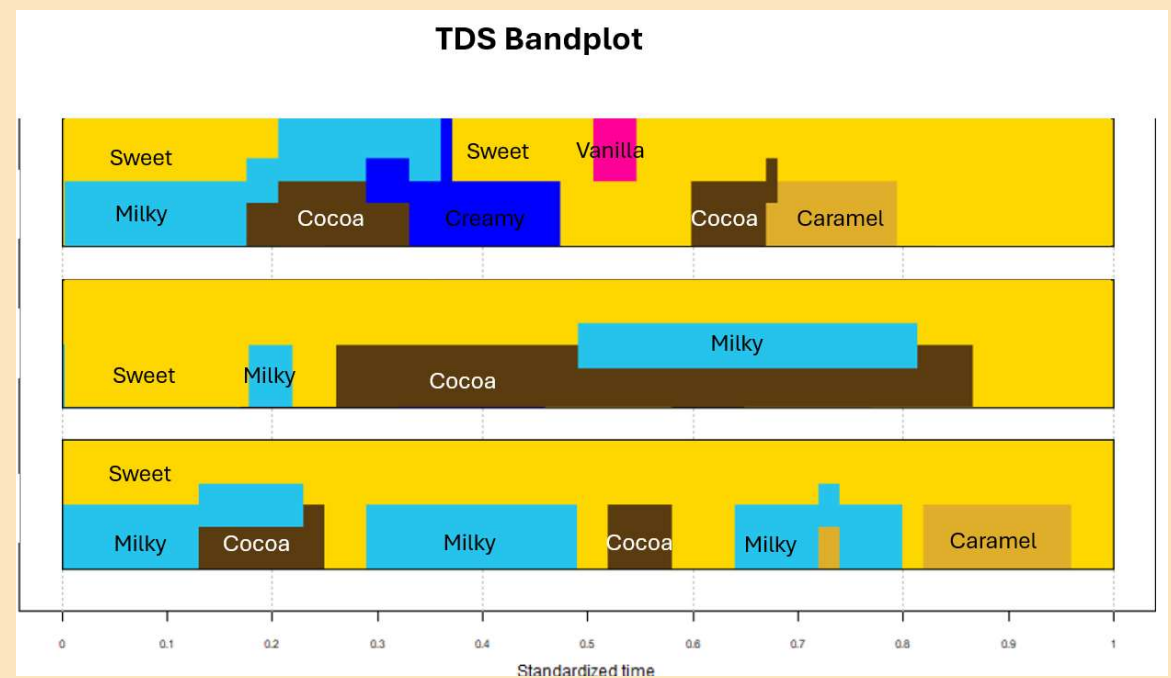
Top row: cacao max challenge sticker



Allergens

Contains: **milk, soy**

May contain: **all nuts, egg, wheat (gluten), shellfish**



CACAO MAX TASTE CHALLENGE

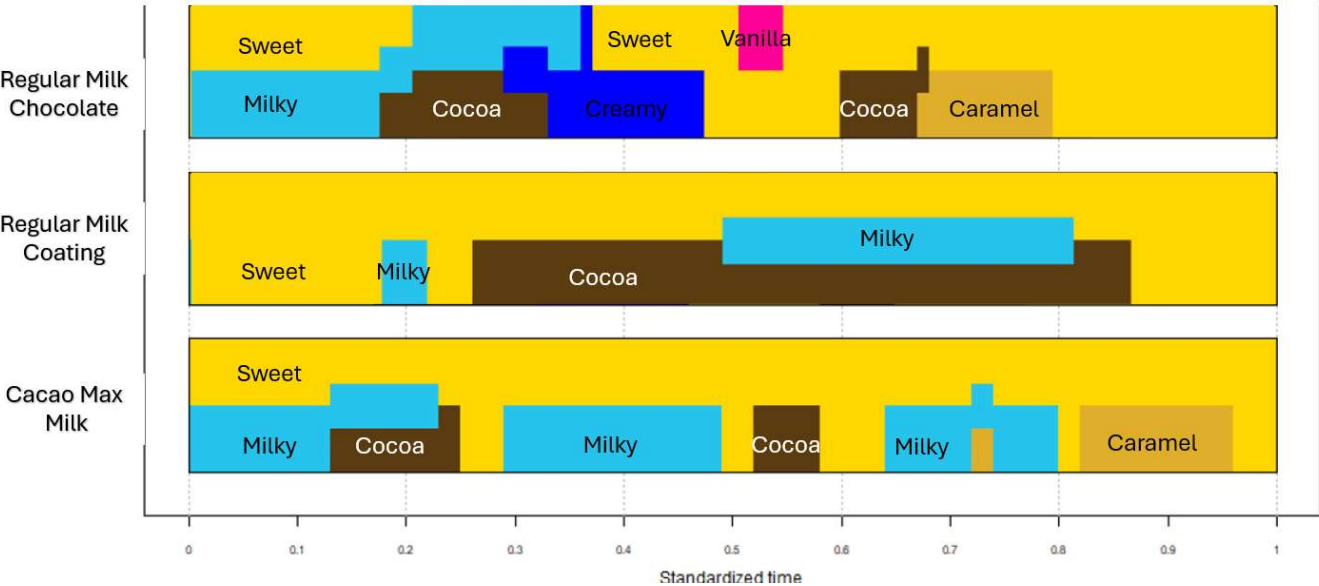
Regular Milk Chocolate

Regular Milk Coating

Cacao Max Milk



TDS Bandplot



THE FUTURE OF TASTE

How to innovate new chocolate experiences?



CONNECTED TASTE



FUN-CTIONAL TASTE



EXTRAORDINARY TASTE



THE FUTURE OF TASTE

How to innovate new chocolate experiences?



FUN-CTIONAL TASTE





VITALCOA™

NEW UNIQUE PROCESS:

- Preserves **HIGH FLAVANOL**, delivering **HEALTHY CHOCOLATE** with **GREAT TASTE**
- Better taste, by **REDUCING BITTERNESS** and **ASTRINGENCY**
- Expansion to **MILK CHOCOLATE**



CALLEBAUT
MASTERS OF TASTE

This presentation contains confidential and proprietary information intended solely for the designated recipient(s) and the specific purpose for which it was provided. It may not be copied, distributed, disclosed, or used for any purpose other than its intended purpose without prior written consent. Unauthorized use is strictly prohibited.

THE FUTURE OF TASTE

How to innovate new chocolate experiences?



CONNECTED TASTE



FUN-CTIONAL TASTE



EXTRAORDINARY TASTE

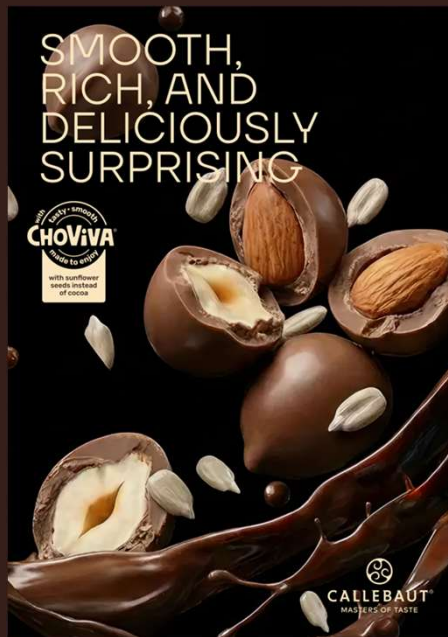


THE FUTURE OF TASTE

How to innovate new chocolate experiences?



CONNECTED TASTE





ChoViva

A CHOCOLATELY INDULGENCE MADE
WITH SUNFLOWER SEEDS INSTEAD OF
COCOA

REIMAGINE INDULGENCE.

Smooth, rich and
deliciously surprising.



This presentation contains confidential and proprietary information intended solely for the designated recipient(s) and the specific purpose for which it was provided. It may not be copied, distributed, disclosed, or used for any purpose other than its intended purpose without prior written consent. Unauthorized use is strictly prohibited.



we are CALLEBAUT.
we are masters of taste.

ChoViva Cookies

Allergens

Contains: **milk, soy, egg, wheat (gluten)**

May contain: **all nuts, shellfish**

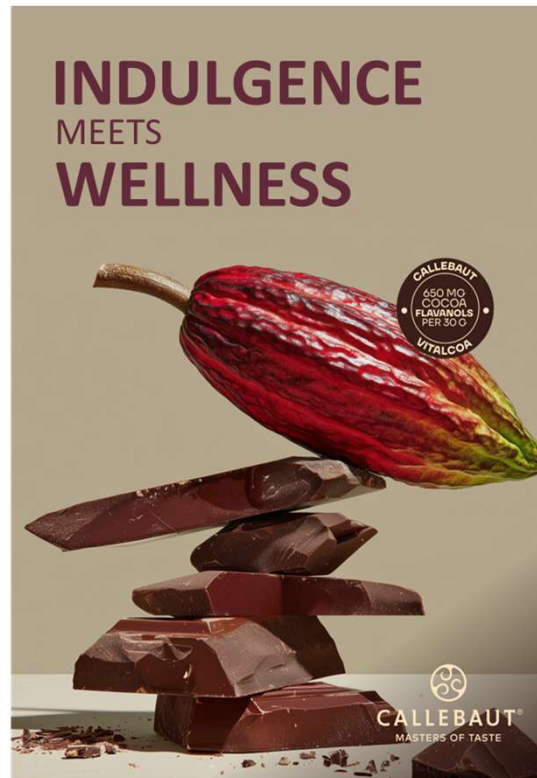


VitalCoa panned Cranberries

Allergens

Contains: **milk, soy**

May contain: **all nuts, wheat (gluten)**



Cacao Max Napolitaner

Allergens

Contains: **milk, soy**

May contain: **all nuts, egg, wheat (gluten), shellfish**

