

Barry Callebaut Builds on 35 Years of Leadership in Malaysia, Supporting Growth of Malaysia's Chocolate & Cocoa Industry

KUALA LUMPUR, MALAYSIA, August 13, 2026 /EINPresswire.com/ -- • Bringing together nearly 1,000 customers and industry partners, Barry Callebaut showcased its Masters of Taste vision and the latest chocolate and cocoa application innovations at its largest customer engagement event in Malaysia to date, held at The St. Regis Kuala Lumpur.

- With more than 35 years of heritage in Malaysia, Barry Callebaut continues to invest in the country's growth, strengthening its role as a strategic hub for operations and customer partnerships.

Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa solutions, commemorated more than 35 years of chocolate and cocoa heritage in Malaysia today, bringing together close to 1,000 customers and industry partners to

share its Masters of Taste vision and reaffirm its long-term commitment to supporting the growth of the country's chocolate and cocoa industry.

The event marks Barry Callebaut's largest customer engagement in Malaysia to date, bringing together bakers, chocolatiers, pastry chefs, food manufacturers and industry partners at The St. Regis Kuala Lumpur. Through eight immersive experience zones, attendees explored the latest chocolate and cocoa innovations, featuring trend-driven applications and new product launches designed to help businesses stay ahead of evolving consumer preferences.



Barry Callebaut Logo Builds on 35 Years of Leadership in Malaysia, Supporting the Growth of Malaysia's Chocolate and Cocoa Industry



Masters of Taste Launch in Malaysia with 1,000 customers and industry partners

Rooted in Barry Callebaut's belief that taste remains the ultimate driver of consumer choice, the launch of Masters of Taste vision in Malaysia at the event also combines deep consumer insights and technical expertise to help customers create memorable chocolate-y experiences that delight consumers.

Continued Growth in Malaysia: Malaysia has been an important part of Barry Callebaut's growth story for decades. The company's local journey began in 2008 with the acquisition of a majority stake in KLK Cocoa, one of Asia's leading cocoa and chocolate manufacturers with roots dating back to 1990. The acquisition established Barry Callebaut Malaysia and laid the foundation for the company's subsequent growth and expansion in the country.



Barry Callebaut offers a wide range of solutions including the Callebaut Signature range, Van Houten Professional cocoa and chocolate solutions, and coatings, fillings & decorations

Today, Barry Callebaut employs more than 400 people in Malaysia, operating a cocoa processing site in Pasir Gudang, alongside one of the largest cocoa bean warehouses in Asia Pacific, which is managed in partnership with global logistics provider Maersk, and a Global Business Services (GBS) Centre in Petaling Jaya.

"Barry Callebaut is proud to contribute to the growth of Malaysia's cocoa and chocolate industry, supporting customers and building industry capabilities. What started with a strong cocoa manufacturing heritage has evolved into a strategic hub that today supports the company's operations across the region. As consumer demand for chocolate continues to grow and diversify, we remain confident in Malaysia's long-term potential," said Ciptadi Sukono, Managing Director, Southeast Asia.

Evolving Chocolate Consumer Trends in the industry:

Today, evolving consumer preferences across the country's chocolate and confectionery market continue to support a positive growth outlook for Malaysia. While annual chocolate confectionery consumption stands at around 0.4kg per person¹, and the market is expected to grow at a CAGR of more than 7% through 2031², these figures represent only part of the opportunity. Beyond traditional confectionery such as chocolate bars and snacks, chocolate is increasingly being enjoyed across a wider range of applications, including beverages, desserts, bakery, ice cream, gifting, and premium dining experiences.

This expanding role of chocolate is being driven by consumers' growing appetite for more

indulgent, premium, and experiential offerings. As demand continues to rise across adjacent categories such as bakery, beverages, desserts, and food service applications, the growth potential for chocolate extends well beyond traditional confectionery.

Expanding Reach Through Products and Distribution:

In response, Barry Callebaut continues to broaden its portfolio beyond traditional chocolate and cocoa products, offering a wide range of solutions including the Callebaut Signature range, Van Houten Professional cocoa and chocolate solutions, as well as coatings, fillings, and decorations.

To ensure these solutions are more accessible to customers across Malaysia, the company has also evolved its go-to-market strategy to strengthen customer proximity and market reach. Barry Callebaut has expanded its distribution model from a single distributor to a network of seven distribution partners across the country, significantly increasing its reach and enabling the company to serve a broader customer base, including well-known Malaysian brands such as Texture by C3 Lab, Enchante and Artigusto Gelato.

Building on more than 35 years of cocoa and chocolate expertise and manufacturing heritage in Malaysia, Barry Callebaut remains committed to supporting the growth of its customers and strengthening Malaysia's position as a key hub for the cocoa and chocolate industry across the region.

1 Source: Euromonitor, Chocolate Confectionery Consumption per capita, 2026

2 Source: Euromonitor, Volume Growth, 2026 - 2031

About [Barry Callebaut Group \(www.barry-callebaut.com\)](http://www.barry-callebaut.com):

With annual sales of about CHF 14.8 billion in fiscal year 2024/25, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate solution provider for chocolate experiences across the full spectrum of chocolate, cocoa and non-cocoa alternatives – from sourcing and processing cocoa beans to crafting premium chocolates, fillings and decorations. The Group operates more than 60 production facilities worldwide and employs a diverse, committed workforce of over 13,000 people. Barry Callebaut serves as a trusted partner for the entire food industry, from large-scale food manufacturers to artisanal and professional users such as chocolatiers, pastry chefs, bakers, hotels, restaurants and caterers with Callebaut® as its main global brand. The Barry Callebaut Group is dedicated to making sustainable chocolate the norm – helping secure the future of cocoa and improving the livelihoods of cocoa farmers. It supports the [Cocoa Horizons Foundation](#), which aims to shape a sustainable future for cocoa and chocolate.

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