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Cargill Cocoa & Chocolate

Beans & More – May 2015

Get a head start on your next product development hit with Europe's key bakery trends

Discover the key bakery trends shaping the European marketplace, with a clear focus on the cocoa and chocolate sectors. Cargill's research and specific market knowledge will help you find out which flavors are flying off the shelves, and will give you a taste of which textures are worth biting into. You can gain a better understanding of the competitive dynamic in your market and be inspired by what is happening in your category, with forward-looking insights to help keep your consumers satisfied.



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Update: Acquisition of ADM's chocolate business currently waiting EU approvals

As you are probably aware, Cargill has agreed to purchase ADM's global chocolate business, which includes six chocolate, compound and liquor production sites in North America and Europe. This transaction is still subject to regulatory approval in the European Union.

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Capture the rise in premiumization with Gerkens® using our high-impact spectrum

With high-impact cocoa powders, even a little goes a long way. Our aim is to make your products create their own impact with the right support from Gerkens® Cacao. Your product development teams will benefit from our effective innovation, with our recipe optimization capabilities across an array of chocolatey applications. In addition, we can uniquely tailor our high-impact cocoa powders for your specific needs, in order to meet the rapidly changing taste preferences of your consumers.



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Your future starts here: Cargill's expansion in Mouscron offers greater opportunities for you

Find out for yourself how our recently extended Mouscron plant offers more opportunities to thrive. Our new, improved factory has much in store for the growing chocolate market. The factory's newly doubled capacity means more chances for you to grow as well, with a broad range of chocolate products to satisfy every consumer need.

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New Gerkens® cocoa powder packaging coming to you

Cargill's crisp, clean and colourful new Gerkens® logo will soon be appearing on cocoa powder packaging arriving at your facilities. As part of the ongoing growth of our cocoa and chocolate business, the globally-recognized Gerkens® brand has been updated. The packaging is an important component of this newly revitalized look, although you can rest assured that the high-quality cocoa powder inside remains the same.

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