



Reimagining Belgian chocolate for today's consumers

HOW CAN RETAILERS CREATE PRIVATE-LABEL PRODUCTS TO DELIGHT SHOPPERS, STRENGTHEN LOYALTY AND ELEVATE EVERYDAY MOMENTS? **MANUFACTURE BELGE DE CHOCOLATS TELLS ESM THAT TAILORED SOLUTIONS ARE THE ANSWER.**

Belgian chocolate has long been associated with craftsmanship and premium quality. Today, however, retailers and consumers are looking for much more than heritage alone. They expect innovation, memorable experiences, and products that align with evolving tastes and lifestyles. At Manufacture Belge de Chocolats, these expectations are driving the way new concepts are developed for both branded and private label partners.

With more than a century of chocolate-making expertise and production based in

Brussels, Manufacture Belge de Chocolats (MBC) combines traditional Belgian know-how with a forward-looking approach to product development. Today, the company partners with international brands and retailers, including Godiva Japan, while also developing tailor-made private label collections for customers across global markets. Innovation goes beyond introducing new flavours. It also means creating exciting textures, unique formats, premium gifting concepts and snacking solutions that respond to evolving consumer habits while meeting retailers' commercial objectives.

Key Trends

One of the key trends shaping the confectionery market is the search for sensory experiences. Consumers increasingly value products that deliver indulgence through texture, appearance and storytelling. Whether it is a smooth praline, a crunchy inclusion or an innovative chocolate snack offering a new consumption occasion, texture has become an important differentiator. MBC continuously explores these possibilities, helping customers create products that stand out on crowded shelves.

Seasonality also remains a major growth driver. Holidays such as Christmas, Valentine's Day and Easter continue to generate strong demand for premium chocolate collections, while retailers also look for innovative products throughout the year. This has led

Manufacture Belge de Chocolats to regularly renew a significant part of its portfolio, introducing limited editions, gifting concepts and made in Belgium creations that combine visual appeal with high-quality Belgian chocolate.

As retailers continue to invest in exclusive ranges, choosing the right private label chocolate partner has become a strategic decision that goes beyond manufacturing capacity alone. Flexibility has become essential. Retailers increasingly seek partners capable of adapting recipes, shapes, decorations, packaging and snacking formats to specific market requirements. Rather than offering only standard products, Manufacture Belge de Chocolats works closely with customers to develop tailored solutions that reflect local preferences and brand positioning. This collaborative approach enables the company to support projects ranging from elegant gifting boxes to fully customised private label concepts.

Quality remains at the centre of every development. Recipes are created in-house, allowing close control over taste and consistency while preserving Belgian chocolate-making expertise. The company also continues to produce its own hazelnut praliné, reflecting its commitment to craftsmanship in an industry where many processes have become standardised.

The FMCG confectionery market is evolving rapidly. Consumers are showing increasing interest in cleaner ingredient lists, balanced sweetness and premium products that justify their purchase through quality and originality. Across international markets, there is also growing demand for chocolates with distinctive flavour profiles and authentic stories behind their creation. For manufacturers, this means combining creativity with operational excellence to bring innovative ideas to market efficiently.

Skilled Teams

Behind every finished chocolate lies a careful balance between artisanal know-how and state-of-the-art manufacturing. Skilled teams remain essential for recipe preparation, tempering, decoration and quality control, while automation is applied where it enhances efficiency without compromising product excellence. This combination allows Manufacture



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Belge de Chocolats to maintain the consistency expected from premium Belgian chocolate while remaining agile enough to support customised developments.

Despite challenges such as cocoa price volatility and changing consumer expectations, opportunities for premium chocolate remain strong. Retailers continue to seek products that create emotional connections with shoppers and encourage impulse purchases, everyday indulgence and gifting occasions. In this context, innovation

extends beyond flavour to encompass design, storytelling, sustainability considerations and memorable sensory experiences.

Looking ahead, MBC sees collaboration as the foundation for future growth. Drawing on experience gained through partnerships with international customers, including the demanding Japanese market through Godiva Japan, the company continues to help retailers and brands develop distinctive chocolate collections tailored to their own identity and their consumers' expectations.

By combining Belgian heritage with creativity, flexibility and a passion for innovation, Manufacture Belge de Chocolats demonstrates that great chocolate is about more than tradition. It is about helping brands and retailers create products that surprise consumers, strengthen customer loyalty and transform everyday moments into memorable occasions of happiness. ■