

Barry Callebaut partners with NotCo AI to unlock chocolate innovation

19 November 2025 | News

Partnership aims to merge a century of chocolate expertise with cutting-edge AI to accelerate innovation and reinforce Barry Callebaut's position as a trusted leader in the chocolate industry



Partnership aims to merge a century of chocolate expertise with cutting-edge AI to accelerate innovation and reinforce Barry Callebaut's position as a trusted leader in the chocolate industry

Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa solutions, and NotCo AI (NotCo), the first foundational AI platform for the consumer goods industry, have agreed to explore implementing artificial intelligence in chocolate recipe development. This strategic partnership merges Barry Callebaut's century-long chocolate expertise with NotCo's cutting-edge AI capabilities, aiming to accelerate innovation and deliver faster, more tailored customer experiences. By exploring new frontiers in taste, texture, and sustainability, the collaboration promises richer, more chocolatey solutions to meet evolving consumer expectations.

The partnership marks the first AI-powered integration in the food industry and aims to merge Barry Callebaut's high-quality ingredients data, global manufacturing, supply chain, and distribution infrastructure with NotCo AI's advanced platform to create an end-to-end AI innovation hub. Together, the companies are exploring building a new framework for chocolate innovation: one that is smarter, faster, more sustainable, and fully scalable to meet evolving customer and consumer needs.

"This agreement marks an exciting step forward for Barry Callebaut and for our customers. It reflects our commitment to creating the best customer experience by boosting innovation and speed to market. By combining our deep chocolate expertise and global reach with NotCo's advanced AI capabilities, we're aiming to unlock speed for breakthrough recipe solutions - from health-forward formulations to functional ingredients and Nutri-Score-friendly options. With the pace of change across the industry and the cocoa market, our customers' needs are evolving rapidly. This collaboration enables us to test how AI can enhance process efficiency and scale our innovation efforts to meet future demands and allows us to accelerate our ways of working to deliver the best possible customer experience," said Peter Feld, CEO of Barry Callebaut.

The project aims to explore the development of the next generation of chocolate, potentially setting a new standard for how food companies innovate. By testing AI-driven formulation processes, the collaboration seeks to shorten development cycles, improve hit rates, and digitally empower every scientist and chef to create with unprecedented speed and precision, delivering

exceptional taste while advancing sustainability goals.