



CHOCOLATIER SINCE 1956

Belgian

For every mood and every occasion



Belgian Chocolate – The Best in the World!

**“Belgian food is served in the
quantity of German cuisine but
with the quality of French
food”**



Content

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Belgian Chocolate: adored worldwide

→ **Belgian chocolate industry:** almost 400 years old

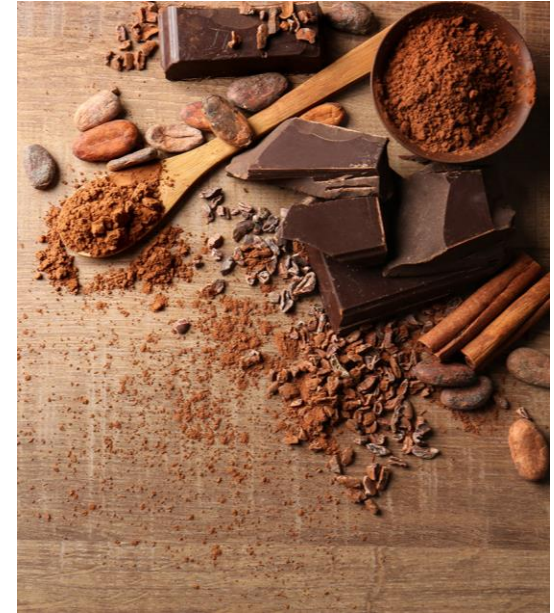
→ **Secret:**

- Very balanced
- Well blended
- Cocoa butter

→ **Facts:**

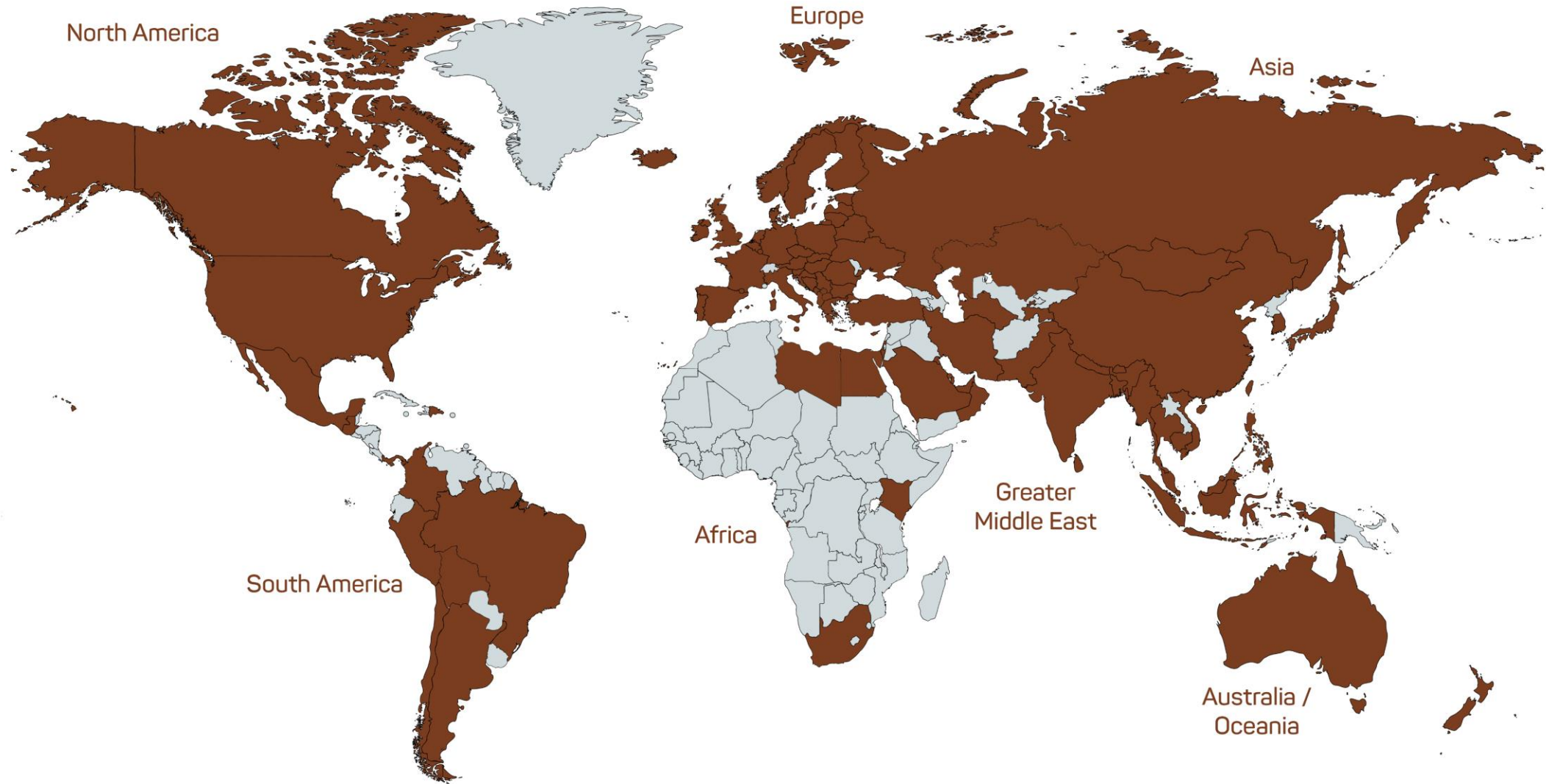
- 320 chocolatiers: 662.000 tons
- Export: 580.000 tons
- Raw cacao arriving at port of Antwerp: 190.000 tons

✓ 100%
family-
owned

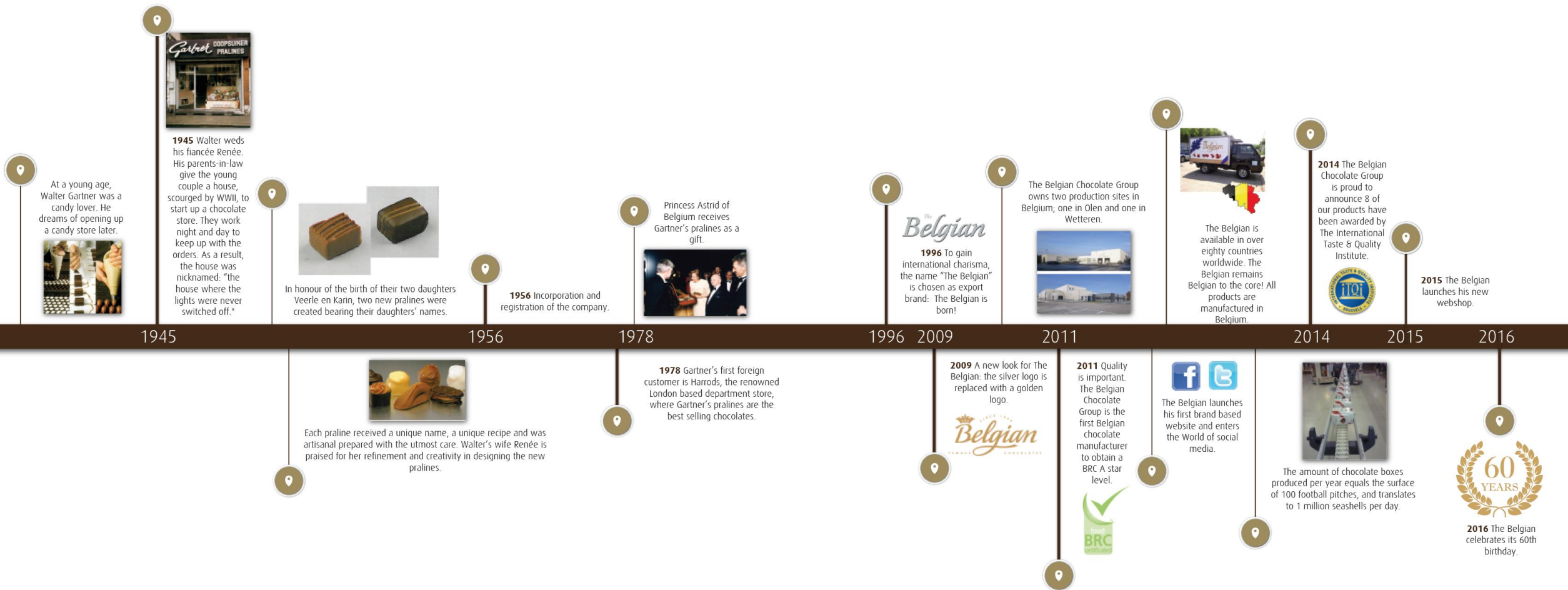


- Since 1956
- High quality and attractive prices
- Wide range of premium chocolate products
- Sold in > 100 countries


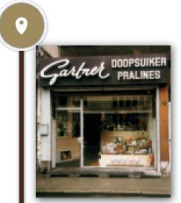
BCG around the world



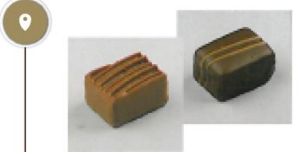
The Belgian Chocolate Group: history



At a young age, Walter Gartner was a candy lover. He dreams of opening up a candy store later.

1945 Walter weds his fiancée Renée. His parents-in-law give the young couple a house, scoured by WWII, to start up a chocolate store. They work night and day to keep up with the orders. As a result, the house was nicknamed: "the house where the lights were never switched off."



In honour of the birth of their two daughters Veerle en Karin, two new pralines were created bearing their daughters' names.

1956 Incorporation and registration of the company.



Princess Astrid of Belgium receives Gartner's pralines as a gift.

1996 To gain international charisma, the name "The Belgian" is chosen as export brand: The Belgian is born!



The Belgian Chocolate Group owns two production sites in Belgium, one in Olen and one in Wetteren.




The Belgian is available in over eighty countries worldwide. The Belgian remains Belgian to the core! All products are manufactured in Belgium.

2014 The Belgian Chocolate Group is proud to announce 8 of our products have been awarded by The International Taste & Quality Institute.



2015 The Belgian launches his new webshop.

Each praline received a unique name, a unique recipe and was artisanal prepared with the utmost care. Walter's wife Renée is praised for her refinement and creativity in designing the new pralines.



1978 Gartner's first foreign customer is Harrods, the renowned London based department store, where Gartner's pralines are the best selling chocolates.

2009 A new look for The Belgian: the silver logo is replaced with a golden logo.




2011 Quality is important. The Belgian Chocolate Group is the first Belgian chocolate manufacturer to obtain a BRC A star level.



The Belgian launches his first brand based website and enters the World of social media.



The amount of chocolate boxes produced per year equals the surface of 100 football pitches, and translates to 1 million seashells per day.



2016 The Belgian celebrates its 60th birthday.





**PRIVATE LABEL
SPAR INT**

200gr bars

Initially developed for SPAR AUSTRALIA, but now also successfully sold in SPAR RUSSIA.

Smooth Belgian chocolate in 5 different varieties



Seashells

Well known and adored worldwide, seashell shaped chocolates!

Carefully selected ingredients are chosen for the filling, which is covered in fine Belgian milk, white and dark chocolate.



Cocoa Dusted Truffles

The bitterness of the cocoa surface and the creamy inside is a fantastic combination.



Flaked Truffles

The finest Belgian chocolate flakes cover the creamy truffle filling to create these delicious flake truffles.





Seashells

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Carefully selected ingredients are chosen for the filling, which is covered in fine Belgian milk, white and dark chocolate.



Gift Box

- ❖ Original (250g)
- ❖ Dark (250g)
- ❖ Vanilla (195g)



Chocolate hearts

Treat your loved ones as royals and let the charming chocolate hearts seal the deal.



❖ Gift box (200g)



Chocolate Bars



Belgian Harvest Dark Edition



Belgian Harvest Dark Edition





Thank you!