

5. Belgium:

The unimportance of the location of production

The prefix 'Belgium' in our name is temporary. The place of the transformation from cacao to chocolate has no impact on the quality.

To be clear: we speak about Belgian chocolate and not Belgian chocolates. Praline-making comes with enormous skills and the passion and tradition for this craft here in Belgium is (maybe) unrivaled in the world.

But there is no logical reason why the country of production of chocolate is equally or more important than the origin of the beans.

Let's be honest: "Belgian Bean-to-Bar" has a nice ring, but there is nothing more to it. This charter and association starts as "Belgian" because this is where we live and work, where we met as a group and where we decided to set up this charter. It is our hope and aspiration that it ultimately turns into "global".

Belgian Bean-to-Bar Charter

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