



veliche™

Gourmet

Belgian chocolate

About Veliche™ Gourmet

High-quality Belgian chocolate for professional artisans.



Quality & taste

Workability

Sustainability



Consistent in quality and taste

Veliche™ Gourmet is a chocolate brand with a strong heritage in producing fine quality chocolate from Belgium. Rich in character and complex in flavour, yet remarkably workable and 100% sustainable.

Veliche™ Gourmet offers a range of chocolate that chefs love to work with, to provide for any taste and any of your creative ideas.



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Perfect workability

Veliche™ Gourmet chocolate is 100% tailored to the wishes of modern professionals such as flavour profiles, melting, tempering and cocoa percentages.

Suitable for every application, usage and recipe.



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Serious about sustainability

On the look for sustainable products whose origin is 100% transparent, we only source cocoa from Rainforest Alliance Certified™ farms. This certification covers the ground the beans are grown in and the hands that planted them.

In this way, we contribute to nature conservation and the improvement of cocoa farmers living and working conditions in agriculture and forestry.

Rainforest Alliance
Certified™



A treat well treated

You want the best so all our chocolate carries the Rainforest Alliance™ quality mark. As a chef or pastry chef, you want to know where your chocolate is sourced from - from bean to kitchen.

Making a wonderful product means considering the whole production chain. We therefore ensure that all our chocolate is 100% sustainable - so you can prepare it in full confidence.

“As chefs, our dishes are as good as the ingredients we use”

Bruno Menard, 3* Michelin Chef



Why chefs join the sustainability journey

Belgian Chocolate Summit



The Rainforest Alliance is an international non-profit organization working at the intersection of business, agriculture and forests.



A man wearing a blue baseball cap and a red t-shirt with a logo stands in a village. The background shows several traditional huts with thatched roofs and mud walls. The ground is dry and dusty. The text 'Welcome to Paul Kru' is overlaid on the left side of the image.

Welcome to Paul Kru



0:12 / 2:26





A man with a beard and a leaf in his hair is looking at a large, dark brown cacao pod hanging from a tree branch. The background is a lush green cacao plantation with many other pods and leaves.

Our vision is
a world where

people and
nature thrive
in **harmony.**

Overall consumer sentiment



OF GLOBAL RESPONDENTS SAID THAT IT IS "EXTREMELY" OR "VERY" IMPORTANT THAT COMPANIES IMPLEMENT PROGRAMS TO IMPROVE THE ENVIRONMENT

OF GLOBAL RESPONDENTS ARE WILLING TO PAY A PREMIUM FOR PRODUCTS THAT DELIVER ON SOCIAL RESPONSIBILITY CLAIMS





3 reasons to Follow the Frog

Communicating your commitment to sustainability adds value to your brand

**Consumers
want it**

33%

**of consumers
already make
purchasing
decisions with
sustainability in
mind (1)**

**Employees
need it**

67%

**of employees
expect their
employer to have
meaningful
societal impact (2)**

**Businesses
value it**

16%

**growth of
chocolate products
with sustainability
claims compared to
5% of the overall
category in 2017-
18 (3)**

Sources:

1. Unilever: Making Purpose Pay, Inspiring Sustainable Living, 20192.
2. Edelman: Trust Barometer, 20193.
3. Nielsen: What's Sustainability got to do with it, 2018

Sustainability sells





#FOLLOWTHEFROG

**JOIN OUR
ALLIANCE
FOR A BETTER
FUTURE**

CHOOSE RAINFOREST ALLIANCE CERTIFIED™



GOOD



0:01 / 3:09





You can use Rainforest Alliance certification too

Show your support: it's easy and free of charge

- Register on Marketplace 2.0
- Sign a License Agreement with the Rainforest Alliance
- Upload your artworks on Marketplace
- Get a trademark approval for each artwork from the Rainforest Alliance

Now you can claim that your company is sourcing cocoa from Rainforest Alliance Certified™ farms!

Get the following brochures and material for more information



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