

About VelicheTM Gourmet

High-quality Belgian chocolate for professional artisans.





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.

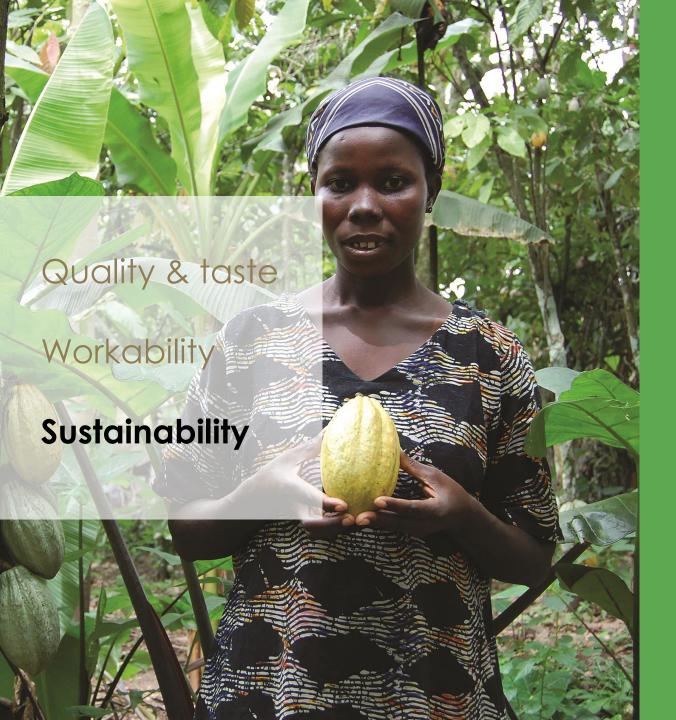




Perfect workability

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.





Serious about sustainability

On the look for sustainable products whose origin is 100% transparent, we only source cocoa from Rainforest Alliance CertifiedTM 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 CertifiedTM



A treat well treated

You want the best so all our chocolate carries the Rainforest AllianceTM 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.











Overall consumer sentiment



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





Communicating

commitment to

sustainability

your brand

adds value to

your

3 reasons to Follow the Frog

Consumers want it

Employees need it

Businesses value it

33%

of consumers already make purchasing decisions with sustainability in mind (1) 67%

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

16%

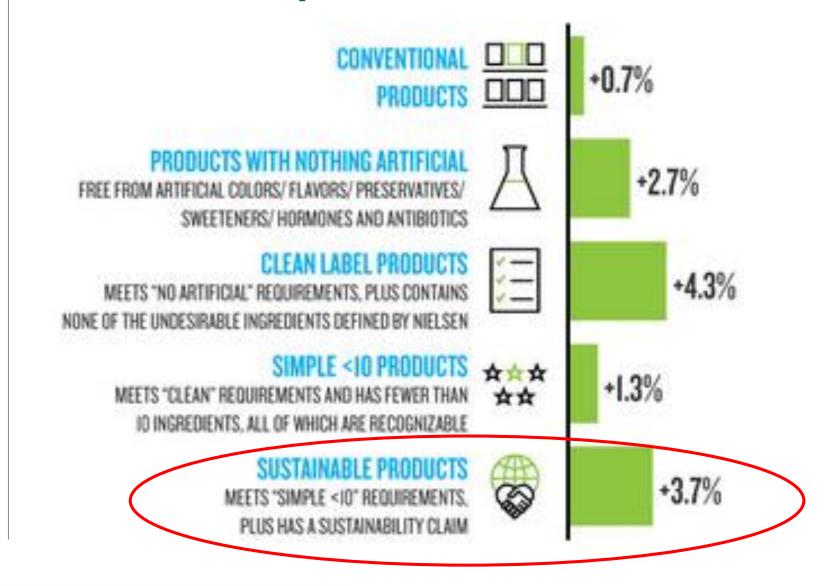
growth of chocolate products with sustainability claims compared to 5% of the overall category in 2017-18 (3)

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













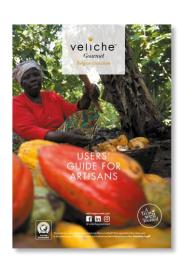
You can use Rainforest Alliance certification too

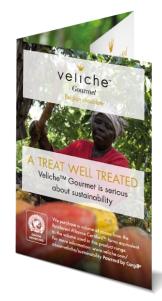
Show your support: it's easy and free of charge

- 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 CertifiedTM farms!

Get the following brochures and material for more information













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