



VAN LEER LAUNCHES A NEW RANGE OF LOCALLY PRODUCED CHOCOLATES, NOW AVAILABLE IN ACCESSIBLE FORMATS

Montreal, Quebec, May 13 2026 – Van Leer, a brand of Barry Callebaut, is introducing a new range of chocolates in Canada, now available in 2.5 kg packs. Developed for artisans, bakers, pastry chefs and chocolatiers, this launch marks an important milestone for the brand, making locally produced chocolates available in smaller formats for the first time, while using sustainably sourced ingredients.

Until now, these signature chocolates were primarily offered in large industrial formats. With this new range, Van Leer expands access by offering packaging better suited to the day-to-day realities of artisans, while maintaining a strong balance between quality, accessibility and performance.

A range designed for artisans

The range includes four core products: Tulsa Semi-Sweet Chocolate, Kenosha Milk Chocolate, Ivora™ White Chocolate and Semi-Sweet Chocolate Chips. Tulsa, Kenosha and the chocolate chips are made in Canada, while Ivora™ White Chocolate is packaged in Canada, clearly indicated to reflect the origin of each product.

Tulsa, Kenosha and Ivora™ are designed to melt seamlessly into a wide variety of applications, from bakery and pastry to chocolate and ice cream, making them suitable for both creative and everyday use. The chocolate chips are ideal for baking and inclusions in classic recipes such as muffins, brownies, cookies, scones and cakes. Products are available in cases of eight 2.5 kg packs, in addition to traditional formats ranging from 13 to 22 kg.

Developed based on real needs expressed by artisans, the 2.5 kg format allows for easier handling, improved storage efficiency and better chocolate preservation, while helping minimize blooming. It is also well suited for evolving purchasing habits, including e-commerce and alternative distribution channels.

A local, sustainable and accessible approach

This new range reflects Van Leer's commitment to supporting the local economy and responding to the growing demand for Canadian-made products, while remaining accessible. All chocolates are made with sustainably sourced ingredients and carry Kosher Dairy certification, offering a reliable, versatile and responsibly sourced product without compromising affordability.





Still growing its presence in Canada, Van Leer aims to strengthen its connection with industry professionals through this launch. *"The new Van Leer 2.5 kg range reflects our commitment to supporting Canadian artisans and pastry chefs with high-quality chocolates in a format that fits their needs. By making our locally produced chocolates more accessible and affordable, we are helping businesses across Canada grow their craft,"* said Chadwick Larsen, Vice President and General Manager, Canada.

"The 2.5 kg format removes the constraints of handling larger volumes, making daily production smoother. It also gives artisans more flexibility to experiment, maintain freshness and refine their recipes without committing to large quantities," added Russ Thayer, Chef at the Callebaut Chocolate Academy™.

The new Van Leer chocolates in 2.5 kg packs are now available across Canada through distribution networks, cash-and-carry wholesale outlets and online sales platforms.

About Van Leer

Van Leer is a premium North American brand dedicated to supporting everyday inspiration through its range of chocolates, couvertures, cocoa coatings and inclusions. Through its products, the brand aims to offer solutions that are sustainable, responsible and easy to use. This range of chocolate and cocoa-based products makes Van Leer a reliable partner, supporting professionals as they grow their businesses every day.

Media resources

Media representatives can access a selection of images, videos and additional brand resources for Van Leer via the Press Landing Page: <https://www.barry-callebaut.com/en-CA/van-leer/press-hub>

Contact

For media inquiries or interview requests regarding the launch of the new Van Leer range:

Kim Beauregard

Associate Marketing Manager

Barry Callebaut Canada

Montreal Chocolate Academy™

4850 Molson street, Montreal, QC H1Y 3J8

Direct line: 579-225-6243

Cell. : 514 889-7179

Email: kim_beauregard@barry-callebaut.com