



treatwell

Responsibly produced,
mindfully enjoyed

Treats have a special place in our lives.

We empower consumers to embrace our European culinary heritage and enjoy a moment of indulgence in a mindful way, providing choice while preserving our environment for future generations.

We are dedicated to making a positive impact on the world, and the communities we engage with, by ensuring our products are safe, high quality, and are produced in a responsible way and mindfully enjoyed.

an initiative by

CAOBISCO
Chocolate, Biscuits & Confectionery of Europe

Responsible Production

As an industry, we fully understand that our future depends on the ability of our members, farmers and their communities to manage the use of raw materials in ways that safeguard our planet. That is why responsible production is so important to what we do.

In practice, this means focusing on those areas where we can make the greatest impact, whether this relates to preventing deforestation, promoting sustainable agriculture and the sourcing of raw materials, or helping empower farmers and their communities to become more productive and climate smart.

Reducing the environmental footprint of our own operations is, of course, crucial, and CAOBISCO members are engaged in driving further improvements in the sustainability of our production processes and operations.

Our members are committed to an ethical and sustainable supply chain and making a dedicated and active contribution towards this. As CAOBISCO, we also recognise the importance of diversity, human rights and the inclusion of people of different working generations and cultures.

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Mindful Enjoyment and Healthy Lifestyles

Healthy lifestyles and balanced diets are the basis of wellbeing. Our industry takes its part in active measures to fight obesity and malnutrition, and to ensure consumers make informed choices when enjoying our high-quality products and promoting an active lifestyle.

We have evolved our communications to empower consumers to snack mindfully, as part of a varied diet and healthy lifestyle.

In communicating about our products, we go beyond the legal requirements. Some of our members' voluntary activities include, among other things, nutrition labelling, and responsible advertising and marketing practices towards our consumers.

Consumer preferences are evolving. Our members are continually innovating to adapt and improve the nutritional content of new and existing products, without compromising on taste and quality. We are also providing consumers with greater choices and a wide range of products of different sizes and formats, which fit into their individual diets and suit a wide variety of occasions.



Indulgence and Joy

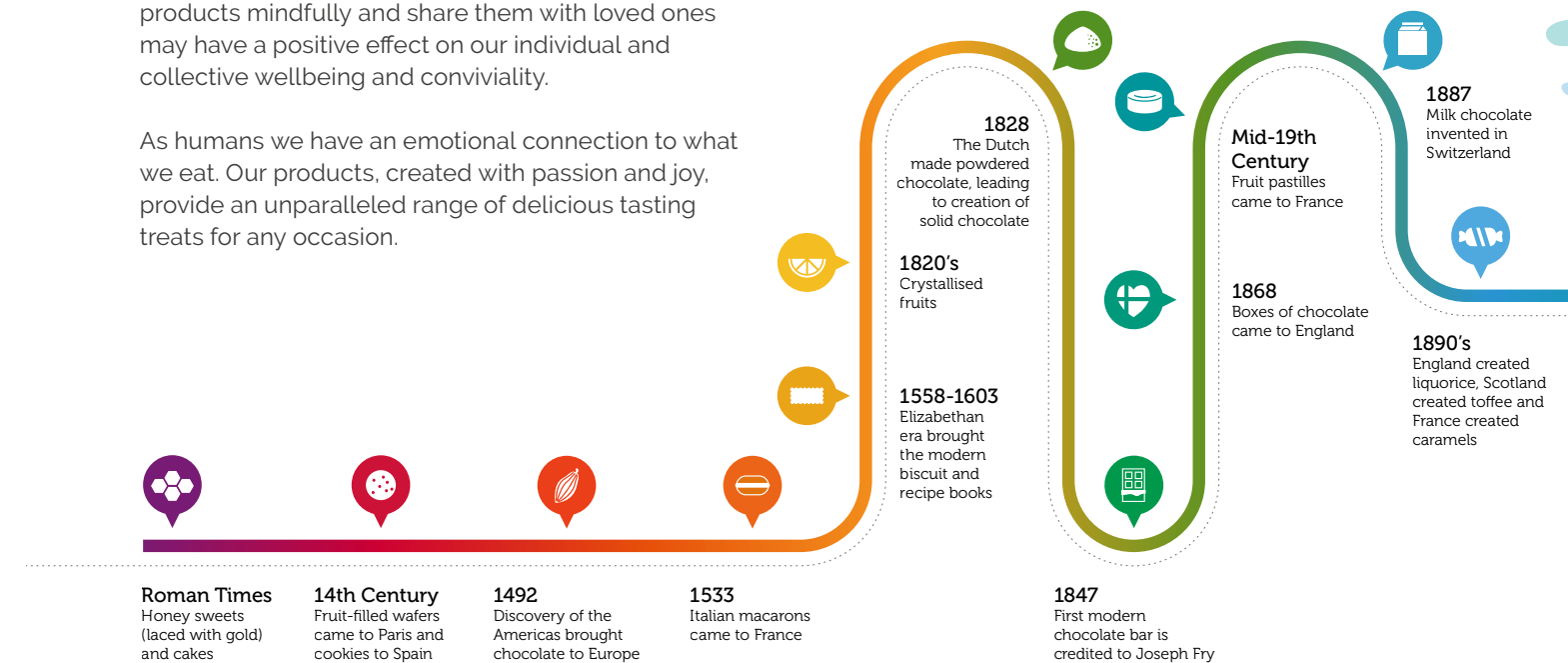
For many centuries, biscuits, confectionery and later, cocoa products have been an integral part of our European culinary heritage, allowing people to experience and share exceptional moments of indulgence and joy.

European confectionery products are also recognised as the gold standard for excellence globally and we are very proud of this tradition.

Our industry allows Europe to maintain its tradition of skilled and creative confectionery making, celebrating the diversity of our products and cultures.

Treats are special. Taking a moment to enjoy our products mindfully and share them with loved ones may have a positive effect on our individual and collective wellbeing and conviviality.

As humans we have an emotional connection to what we eat. Our products, created with passion and joy, provide an unparalleled range of delicious tasting treats for any occasion.



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“ Our products are recognised as the gold standard for excellence globally, and our industry allows Europe to maintain its tradition of skilled and creative confectionery making, celebrating the diversity of our products and cultures. The 60th anniversary of the founding of CAOBISCO is the right moment to recognise and celebrate the vital and positive contribution of our industry. ”

Marina Valverde
Secretary General, CAOBISCO

About CAOBISCO

CAOBISCO is the Association of Chocolate, Biscuits and Confectionery Industries of Europe. With 12 National Association members, 6 direct member companies and 2 affiliated members, CAOBISCO is the voice of more than 12,700 European chocolate, biscuits and confectionery manufacturers all over Europe.

Responsibly produced and mindfully enjoyed is the philosophy that drives our members and is what the Treatwell initiative is all about.

For all general and media enquiries please go to caobisco.eu/contact-us

To learn more our initiative visit treatwell.caobisco.eu

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