

Vandenbulcke Chocolates

Gold Award Most Innovative product – ISM 2022

Pulp ‘n Choc is a unique “upcycled” chocolate with a delicious cocoa fruit filling, made of the cocoa fruit pulp. Not only the seeds of the cocoa fruit are used but also the fruity white flesh that surrounds them.

By upcycling the fresh white pulp for the filling of chocolate, “Pulp ‘n Choc” is contributing to zero waste environment. With traditional methods discarding up to 70% of the cocoa fruit, innovations like Pulp ‘n Choc help farmers to sell more of their harvest and reduce waste.

Pulp ‘n Choc uses Fairtrade chocolate, ensuring ethical and sustainable practices.



Gold Award for most innovative product on ISM 2022: Most important fair on behalf of sweets and chocolate worldwide

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Silver Award Most innovative product – ISM 2020

Petit Melo, Belgian Prime Melo Chocolates, scored the second place as one of the most innovative products at ISM 2020.

Delicious qualitative ingredients, one bite size, no eggs in the foam to guarantee 1 year shelf life and a patented product and production process are the building blocks for this innovation. It is a reward for the company's team hard work to build a new strategy based on innovation, quality and sustainability.

