

A new brand  
with great heritage

Two well-known family names in gourmet chocolate decided to join forces and that is how Smet and Graban entered their beloved chocolate market again. Ultimately, the family tradition continues with the next

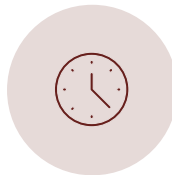
generation ready to enter the field, full of entrepreneurial blood. Michael Graban is stepping to the forefront, born and raised with chocolate. The result: ChocConcept Belgium.



Attention for people



Quality



Partnerships

Albert Smet (now 93) started as a pâtissier in 1963. He created wonderful chocolate masterpieces by hand in his artisanal chocolate kitchen. His son Johan joined the family business as a young boy of just 24 years of age. He learned the tricks and treats of the chocolate business from working in his fathers shop. During these days he met a supplier and customer of his father, Theo Graban, whom was an entrepreneur with his own chocolate factory. Many years later Johan and Theo met again and decided to build a chocolate factory together. After successfully developing their business, they retired end of 2021. The then 25 year old son of Theo convinced them to restart a new business and with the support of the experienced gentleman the fourth generation started rebuilding a brand-new and state-of-the art chocolate factory in Turnhout. This is the story of four generations of ChocConcept!



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Choc  
Concept  
— Belgium

ChocConcept Belgium

Belgian gourmet chocolate

www.chocconceptbelgium.be

A novel gourmet brand  
with a long chocolate history

JOIN THE CHOCCONCEPT JOURNEY



Belgian gourmet chocolate

- 10 delicious tastes (4 Dark, 4 Milk, 2 White)
- Made with love and respect for the cocoa origins
- 4 generations of chocolate
- Belgian quality, delivered worldwide

BELGIAN QUALITY  
*Delivered Worldwide*

Chocolate is Belgian heritage, as Belgium is famous for producing qualitative and tasty chocolates.

ChocConcept combines this Belgian heritage with the knowledge of - and passion for chocolate that is nurtured throughout four generations.

This new gourmet brand embodies tasty chocolate, handled with a personal touch!



### 3 colors, 10 references

A broad portfolio of Belgian references, each with their own unique taste. ChocConcept has something to offer for everyone!



*Dark*  
BUTTONS

Noir • Donker • Dunkel



*Milk*  
BUTTONS

Lait • Melk • Milch



*White*  
BUTTONS

Blanc • Wit • Weiß

Four dark references having a strong roasted cocoa flavor, infused with a diverse fruity and nutty “taste palette”.

Available tastes  
Liège 54% | Ghent 55%  
Brussels 59% | Durbuy 71%

Four sweet yet balanced milk chocolates, that combine a creamy basis with subtle yet fruity notes.

Available tastes  
Kortrijk 32% | Antwerp 34%  
Dinant 35% | Turnhout 36%

A balanced white chocolate containing 30% cocoa with a palette of vanilla and boiled milk.

Available tastes  
Namur 29% | Bruges 30%

### Interested in our brand?

We are happy to welcome you to the world of ChocConcept. Join our family!

### Contact us

info@chocconceptbelgium.be  
www.chocconceptbelgium.be



**Liège 54%**

Liège is noted for its vibrant nightlife and stunning architecture. The city is also famous for its delicious Liège waffles, which are perfect to combine with chocolate.



**Kortrijk 32%**

A city renowned for the “Battle of the Golden Spurs” and its age-old trade of flax. A lot of options to visit Unesco heritage while having real Belgian chocolates.



**Namur 29%**

Namur is renowned for its citadel and historic old town. The region is also known for its rich, locally produced chocolate.



**Ghent 55%**

Ghent is known for its historic charm and vibrant culture. When visiting, don't forget to indulge in its exquisite chocolate delights, which are a testament to the country's rich confectionery tradition.



**Antwerp 34%**

Antwerp, the city of one of the biggest harbors of the world. A key place where containers full of Belgian chocolate start their international journey.



**Bruges 30%**

Bruges is famous for its historic monuments. It grew from a small coastal settlement attracting merchants to an international must-visit with the most chocolate shops of all Belgian cities!



**Brussels 59%**

The Capital of Europe and the capital of Belgium, renowned for its high-quality chocolate. Did you know the praline was born in Brussels?



**Dinant 35%**

Dinant is known for its citadel and Adolphe Sax. The town also produces Couques de Dinant, often paired with chocolate.



**Durbuy 71%**

A medieval city rebranded to the culinary and food service capital of the Ardennes. Plenty of Michelin restaurants and luxury hotels to be found. Have a taste!



**Turnhout 36%**

The capital of the Flemish “Campine”. During the Middle Ages the city originated on crossroads of two major trade routes. Now it is the place where you can find our chocolate home.



### Belgian quality, delivered worldwide

We only work with certified suppliers who meet our high quality standards. Wherever in the world, we are happy to supply you.

### Innovation & quality

We choose our products and partners very carefully, so you are assured of top quality. Additional to our standard chocolate, we offer organic, ruby, sugar-reduced and a vast variety of other specialty chocolates.

### Your gourmet chocolate solution, products from A to Z

We aim to profile ourselves as your one-stop-shop chocolate solution. We offer standard and tailor-made decorations, semi-industrial chocolates but also colour stable sugar confectionery. Independent of the size of your request or company, we happily get in a conversation to see what we can do.