



Chocolatier Vandenbulcke has opened 'The Chocolate Trail', a new experience centre in their chocolate factory in Heule-Kortrijk. Visitors get a unique chance to see the chocolate-making process up close, from cocoa bean to praline, right in the middle of a working factory.

The tour starts with an outdoor trail about growing cocoa beans and continues through an interactive tunnel that shows the whole production process. The experience centre also tells the family story of Vandenbulcke, with old machines like the original truffle tray where the first truffles were made.

Next to the production line, there are themed rooms about pralines and chocolate seashells, a 4D animation, and a special tour for children. With 'The Chocolate Trail', Vandenbulcke brings craftsmanship and tradition to life in a fun and interactive way.



Authority

Confiserie Vandenbulcke
Albrecht Rodenbachlaan 72
B-8501 Heule-Kortrijk
Belgium
T 32 56 36 40 80

Location

Heule-Kortrijk, Belgium

The Chocolate Trail

In collaboration with CREATE.eu and executed according to the design by Studio Daphne Jansen, the interactive experience centre has been created by Bruns. Touch objects like cocoa beans, smell effects, and different interactive exhibits enhance the experience. The tour starts outside with a cocoa bag lifting machine, and inside, visitors can discover different flavor combinations on an interactive table, where ingredients pass by on a conveyor belt. The history is also fully explained through interactive tables, where fitting objects like packaging materials are shown in large glass domes. Along the way, graphic design helps tell the story, right next to the production hall. The mix of interior design, outdoor exhibits, and graphic elements creates a complete and exciting experience for visitors.

The focus of this project was mainly to make the brand story behind the chocolate production easy to understand and accessible, especially by showing the rich family history of Vandenbulcke. By using graphic elements, real materials, and interactive displays, the process from cocoa bean to praline is shown in an easy and clear way. This way, visitors experience the Vandenbulcke brand with a balance between informative and playful elements.

The Chocolate Trail' is fully wheelchair accessible, making it a unique experience tour for a wide audience.

Destination

Brand Experience

Type of exhibition

Permanent

Project director

John Bootsman

Design

Studio Daphne Jansen b.v.

De Smalle Zijde 3-14

3903 TK Veenendaal

The Netherlands

T 316 31 26 04 96

Delivery

February 2025

