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ASIA

GALY Begins US Commercial Launch of Cultured Cocoa Chocolate, Plans UAE Entry in 2027

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Purchase orders from Boston's restaurants and Dubai chocolatiers mark concrete steps from cultured cocoa technology to chocolate in professional kitchens

GALY has begun commercial cocoa operations in the United States and is advancing its entry into the United Arab Emirates, with early purchase orders supporting its route to professional kitchens. Through WunderHaus, its chocolate brand, the company is bringing chocolate made with cultured cocoa to U.S. chefs while preparing for expansion into the UAE in 2027.

The rollout connects GALY's cultured technology with production, chef-led product development and customer orders. Its Massachusetts production footprint includes a facility in Essex. WunderHaus works directly with professional kitchens to develop couverture and baking chocolate, turning chef feedback into products built for everyday service.

Troquet on South has placed one of WunderHaus's first purchase orders and will host a launch event in Q4, introducing guests to chocolate made with GALY's cultured cocoa. The Boston restaurant provides an early commercial setting for the ingredient and a starting point for a wider foodservice rollout. Additional restaurants, hotels and professional kitchens are testing WunderHaus chocolate and exploring its use in winter menus.

"It's such a flavorful chocolate. It's floral, and you pick up on cherry and plum notes. Game birds can hold up to that, and the chocolate can also accent a dried cherry compote. You can mount a jus with the 70 per cent chocolate instead of butter. It gives you a richer mouthfeel without overpowering the flavors that are there, and you don't lose the nuances of the chocolate." — Chef Aaron Lhamon

GALY's UAE market entry includes an initial purchase order from a Dubai chocolatier and engagement with chefs from hotels and high-end restaurants. These early relationships support the company's commercial path as it works toward the regulatory and operational requirements for local availability.

The planned UAE rollout follows the same chef-focused approach as the U.S. launch: developing products with culinary professionals, building customer relationships and expanding supply as the business grows.