

The OSCARS of GASTRONOMY

Passion, innovation, creativity, quality and professionalism take center stage for the world's best chefs and Cacao Barry®, one of Barry Callebaut's global Gourmet brands.

The World's 50 Best Academy chose Cacao Barry as exclusive chocolate sponsor for its 2012 award ceremony to announce the world's 50 best restaurants. As premium chocolate partner for passionate artisans, the Gourmet brand proudly took on this role for the second consecutive year. The event is considered to be the award ceremony for the "Oscars of Gastronomy," creating the "list to be on" in the world of modern fine dining.

The stylish event presents an annual snapshot of the opinions and

experiences of over 800 international restaurant industry experts. Sponsored by S.Pellegrino and Acqua Panna, the award evening took place at London's Guildhall in April 2012. For the third consecutive year, René Redzepi from the Noma Restaurant in Copenhagen, Denmark, won the title among 500 nominated chefs. Jordi Roca, Pastry Chef at El Celler de Can Roca, Girona, Spain, was ranked second. He is one of the prestigious Cacao Barry Ambassadors, a member of Barry Callebaut's Chocolate Ambassadors Club, representing the global Gourmet brand.

Cacao Barry visibly reinforced its position in the high-end restaurant business through its participation in and contribution to the ceremony.

The 150 guests took the opportunity to admire an incredible piece of art by Paul Wayne Gregory, famous British pastry chef and Cacao Barry Ambassador. This took

the form of a life-size pastry chef, made entirely of chocolate.

During the ceremony, Cacao Barry awarded Brett Graham, chef at The Ledbury in London, UK, the title of "Highest Climber," acknowledging his impressive rise from 34th to 14th position since 2011. This specific prize marked and celebrated the great potential of this restaurant.

Pascale Meulemeester, VP Global Gourmet Brand Marketing: "Our presence at this prestigious event goes hand in hand with our strategy to connect with the most innovative and creative chefs around the world, to position our global brand in the HORECA market and to share our passion, know-how and techniques with the chefs." Actively collaborating with the crème de la crème talent of the sector is a key success factor in the overall Gourmet strategy, perfectly exemplified by the Barry Callebaut Chocolate Ambassadors Club. "This is a highly



CACAO BARRY
Cacao Barry is all about inspiration, creativity, innovation, and above all passion. Since its creation in 1842, Cacao Barry has been entirely committed to preserving and expanding its French pastry heritage all over the world. Today, Cacao Barry provides the most complete palette of products to passionate chocolate craftsmen around the world – chocolates and couverture, pure origins and exclusive plantations, nut based products, decorations and molds – inspiring them and opening doors to new creative experiences.

Jordi Roca loves ... Cacao Barry Cuba Origin dark chocolate couverture, for its aromas of red fruits, vanilla and spices. He also admits to having a soft spot for the Madirofolo Plantation dark chocolate.



CUBA ORIGIN DARK CHOCOLATE:
70% cocoa – a balanced chocolate with good cocoa taste, it has fullness and bitterness in harmony. Emitting beautiful fruity notes, it presents a spicy accent and a biscuit note.

MADIROFOLO PLANTATION DARK CHOCOLATE:
65% cocoa – it is a finely balanced dark chocolate with fruity and acidic notes followed by a slightly bitter finish.



active network of around 150 well-known chefs and restaurant owners, pastry chefs and artisans, who represent one of the three Gourmet brands – Callebaut®, Cacao Barry or Carma®. These dedicated individuals contribute huge energy and expertise to this important area of our business,” she adds.

Jordi Roca states: “Being a Cacao Barry Ambassador gives me access to in-depth product knowledge, including technical expertise on the possibilities harbored by each chocolate. I’m also excited about gaining further insights into the products’ histories and origins – both vital ingredients in my own dessert stories.”

Cacao Barry is particularly proud to count such great chefs as Jordi Roca among the members of its Chocolate Ambassadors’ community. Especially since the aim of this club is to share and transfer chocolate know-how and techniques to

optimally address top chefs’ needs.

Winning an “Oscar” is undoubtedly an admirable achievement. Cacao Barry already has its eye on many successful “sequels” to be seen in the kitchens of the world’s most talented chefs – with passion, inspiration and know-how all playing leading roles.

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Enjoy amazing chocolate desserts made with Cacao Barry chocolate at the following restaurants of our Chocolate Ambassadors:

FRANCE

Régis Marcon
Executive Chef

Restaurant Régis et Jacques

3-star Michelin
Larsiallas, 43290 St-Bonnet-le-Froid
Phone: +33 4 71 59 93 72
www.regismarcon.fr

Laurent Delabre & Guillaume Caron
Executive Chef & Pastry Chef

Restaurant La Tour d'Argent

1-star Michelin
15, quai de la Tournelle, 75005 Paris
Phone: +33 1 4354 2331
www.latourdargent.com

François Adamski
Executive Chef

Le Gabriel

1-star Michelin
10, place de la Bourse, 33000 Bordeaux
Phone: +33 5 5630 0080
www.bordeaux-gabriel.fr

BELGIUM

Hertog Jan
Executive Chef

Hertog Jan

3-star Michelin
Torhoutsesteenweg 479, 8200 Sint-Michiels (Brugge)
Phone: +32 50 67 3446
www.hertog-jan.com

Thierry Theys
Executive Chef

Restaurant Nuance

2-star Michelin
Killaanstraat 6–8, 2570 Duffel
Phone: +32 15 63 42 65
www.resto-nuance.be

NETHERLANDS

Sergio Herman
Chef

Oud Sluis

3-star Michelin
Beestenmarkt 2, 4524 EA Sluis
Phone: +31 117 46 12 69
www.sergio-herman.com

SPAIN

Jordi Roca
Pastry Chef

El Celler de Can Roca

Can Sunyer, 48, 17007 Girona
Phone: +34 972 222 157
www.cellercanroca.com

U.K.

Alan Murchison
Executive Chef

L'ortolan

1-star Michelin
Church Lane, Shinfield, Reading RG2 9BY
Phone: +44 1189 888 500
www.lortolan.com