



# News Release

---

## **Barry Callebaut appoints Charles D. Haak President & Chief Operating Officer of Brach's Confections, Inc.**

*Zurich, Switzerland / Dallas, Texas, U.S.A., March 8, 2005* – The Board of Directors of Barry Callebaut AG, the world's leading manufacturer of cocoa and chocolate products, has appointed Charles D. (Chuck) Haak to the position of President & Chief Operating Officer of its American subsidiary, Brach's Confections, Inc., effective March 8, 2005. Chuck Haak will be the successor to Terence (Terry) O'Brien who has decided to leave the company. The Board of Directors wishes to sincerely thank Terry O'Brien for his great achievements in successfully turning the Brach's business around.

Chuck Haak's history with Brach's goes back to 1980 when he started out as an Industrial Engineer Intern with the then E.J. Brach's & Sons. From 1984 to 1991 he worked for Kellogg as Assistant Plant Manager (1984-1989) and as Manager Plant Scheduling (1989-1991). In 1991 Chuck Haak joined Brach's Confections again to hold various senior-level positions in Operations and Business Planning. In 2003 he was promoted to Senior Vice President Operations with direct P&L responsibility and 1,200 employees.

Chuck Haak (born 1958) holds a B.A. in Management Science from Loyola University of Chicago. He is an American citizen.

*Photo and CV of Chuck Haak are available on [www.barry-callebaut.com](http://www.barry-callebaut.com).*

\* \* \*

### **Barry Callebaut ([www.barry-callebaut.com](http://www.barry-callebaut.com)):**

*With annual sales of more than CHF 4 billion for fiscal year 2003/04, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa, chocolate and confectionery products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut operates more than 30 production facilities in 22 countries and employs approx. 9,000 people. The company serves the entire food industry, from food manufacturers to professional users of chocolate (such as chocolatiers, pastry chefs or bakers), to global retailers.*

### **Brach's ([www.brachs.com](http://www.brachs.com)):**

*Brach's Confections, Inc. is one of America's leading manufacturers of confections with sales of approximately USD 340 million. Founded in 1904 by Emil J. Brach, Brach's produces nearly 200 varieties of confections, including hard candies and chocolates. The company is best known for its StarBrites Mints®, Milk Maid Caramels®, Maple Nut Goodies® and Double Dippers®. Brach's is a wholly-owned subsidiary of Swiss-based chocolate and confectionery company Barry Callebaut AG.*

\* \* \*



# News Release

---

## **Contacts**

### **for investors and financial analysts:**

Dieter A. Enkelmann, CFO  
Barry Callebaut AG  
Phone: +41 43 204 04 20  
dieter\_enkelmann@barry-callebaut.com

### **for media in Europe:**

Gaby Tschofen  
Barry Callebaut AG  
Phone: +41 43 204 04 60  
gaby\_tschofen@barry-callebaut.com

### **for media in the U.S.:**

Melody A. Townsel  
Townsel Communications  
Phone: 214-948-2000 office  
214-244 1072 cellular  
melody@townsel-communications.com