

# Press Release

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## **Cacao Barry® has the pleasure to announce “The Inspiration from Nature”: theme of 6<sup>th</sup> World Chocolate Masters**

***Meulan/France, February 7<sup>th</sup> 2014 – While Italy is still celebrating Davide Comaschi’s victory at the World Chocolate Masters 2013, Cacao Barry has the pleasure to announce the theme for the upcoming edition:***

### ***INSPIRATION FROM NATURE.***

The World Chocolate Masters is the only competition in the world solely dedicated to the creative use of chocolate. Always on the lookout for the world’s most promising chocolate talent, the organizing chocolate brand Cacao Barry® has begun preparing for the 6<sup>th</sup> edition of this famous international competition. The search for the world’s greatest exponent of chocolate work will start again soon with a series of National Selections to be held throughout all corners of the world.

Nature proves to be a strong source of sensorial inspiration. Whether it is the colour of flavors, the sounds of the ocean, the change of seasons, nature is all around us and affecting our moods. At the same time we want more pure, authentic and high quality ingredients. For us, food is more than just food.

For the 6<sup>th</sup> edition of the World Chocolate Masters, Pâtissiers, Chocolatiers and Chefs will have to play with colours, shapes, scents, textures...to tickle Jury’s senses. We like to invite chocolate creators around the world to explain us how natural products are shaped and transformed into a delightful story with cacao and chocolate at the heart.

Register for the next edition of the World Chocolate Masters and follow the competition at [www.worldchocolatemasters.com](http://www.worldchocolatemasters.com)

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***The World Chocolate Masters is an initiative of the leading Gourmet brand Cacao Barry® part of the Barry Callebaut group. ([www.worldchocolatemasters.com](http://www.worldchocolatemasters.com))***

#### ***About Cacao Barry® ([www.cacaobarry.com](http://www.cacaobarry.com)):***

*In 1842, Charles Barry travelled to Africa to seek and harvest a selection of cacao beans that would enable him to create his very first connoisseur’s chocolate. Expanding to Latam, Cacao Barry soon perfected the art of transforming raw natural ingredients into the most refined and delicate cacao & chocolate products – products embraced by chocolate artisans worldwide as the starting point for their own inspirations.*

*Fueled by 170 years of cacao & chocolate expertise, Cacao Barry both innovates and supports chefs needs. From cacao, couvertures to exclusive plantations and customized chocolate recipes with Or Noir™, it is our mission to support chefs in their daily challenge to delight customers with unique chocolate flavors and creative pairings in signature dishes. That’s why now and in the future, Cacao Barry will further unlock the full potential of the cacao bean and enable chefs to create with greater freedom.*

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

*With annual sales of about CHF 4.9 billion (EUR 4.0 billion / USD 5.2 billion) in fiscal year 2012/13, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The company runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of over 8,500 people.*

*Barry Callebaut serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.*

*Barry Callebaut is committed to a sustainable cocoa production through its “Cocoa Horizons” initiative, and to help ensure future supplies of cocoa as well as improve farmer livelihoods.*

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