OFFICIAL STATEMENT RESULTS

Pol DESCHEPPER, the Belgium candidate, winner of the WORLD CHOCOLATE MASTERS from Barry Callebaut First edition, international contest bringing together the best chocolate craftsmen worldwide

Paris/France, October 22, 2005 – 20h30 – a Jury made up of 16 chocolate professionals, including Gaston Lenôtre as honorary president, had to choose between the 17 most talented chocolate craftsmen finalists after two days of competition.

The final of this international award proceeded in two stages:

On Friday October 21, the jury voted on the 17 most spectacular show pieces created by the competitors on topic of Surrealism at Salon du Chocolat.

On Saturday October 22 at the School Lenôtre in Plaisir city, competitors joined together all day long and had to achieve in record time:

- A chocolate pastry for 8 people;
- Chocolate pralines moulded and enrobed (40 pieces for each competitor);
- A gastronomic chocolate dessert (9 pieces for each competitor);
- A small artistic chocolate showpiece based on a surrealist topic.

This first edition of the World Chocolate Masters ended at Lenôtre School in a festive mood, during which Gaston Lenôtre officially announced the winner's name.

Winner of the 2005 World Chocolate Masters:

Pol DESCHEPPER - Belgium

Pol DESCHEPPER declared, very excited: *"I'm not the best one, I'm not the winner, we are all winners".*

"Pol *DESCHEPPER creativity lies within the Belgium chocolate tradition. For over a hundred years, the Callebaut brand, part of the Barry Callebaut Group, is the symbol of Belgium chocolate and the preferred retailer of Belgian chocolate makers" said Benoît Villers, President of Barry Callebaut Gourmet's division.*

The second candidate is Fabrizio GALLA - Italy
The third is Kouichi IZUMI - Japan

The chocolate creations were also rewarded separately:

- Best chocolate pastry by Pol DESCHEPPER - Belgium
- Best chocolate moulded pralines by Fabrizio GALLA – Italy
- Best chocolate enrobed pralines by Olivier VIDAL - France
- Best chocolate dessert by Kouichi IZUMI - Japan
- Best small artistic chocolate showpiece by Pol DESCHEPPER - Belgium
- Best giant artistic showpiece by Pol DESCHEPPER - Belgium

Through this competition, Barry Callebaut and its partners wished to promote the original use of chocolate on its various angles.

This international contest, challenged during one year and a half revealed the personality, boldness and imagination of the competitors.
The Jury did not fail to value the original culinary art, daring concepts and innovative ideas of the candidates.

A total price value of 75 000 Euros € was granted to the finalists for the whole of the contest, and a trophy designed especially for the occasion by the Dutch sculptor Pieter Obels.

Sculptures displayed at the Salon du Chocolat by Barry Callebaut's corner
Stand N°A56. Avenue Quetzalcoatl: Until October 25 2005

Competitors and artistic showpieces' pictures on request

For more details: www.worldchocolatemasters.com

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The World Chocolate Masters partners: Ecole Lenôtre – P.C.B Creations – Villeroy & Boch – Kitchen Aid – Grand Marnier – Chocolate World – Prefamac – Bragard – Robot Coupe – Pommery – One Way Plastics

"The World Chocolate Masters is an initiative of Barry Callebaut"