Press information

German Chocolate Master, Cologne November 23-24 2006

Barry Callebaut is sending the Best of the Best into the stakes for the "German Chocolate Masters" Competition

We are talking about the eagerly contested title of World Chocolate Master.
During the "Haus & Wohnen" Trade Fair from 23 to 26 November 2006 in Cologne, Barry Callebaut will be looking for the German Chocolate Master, who will then represent Germany during the worldwide competition.

Stage for the national preselection of the renowned competition for the "World Chocolate Masters" is the master craftsmen fair "Haus und Wohnen". This competition will take place in the period from 23 to 24 November 2006 at the fair stand of the master confectioners' school of the Trade Corporation (Handwerkskammer) in Cologne.

The World Chocolate Masters is a high-ranking competition for chocolate experts from all over the world. Trade and creative users, such as, e.g.: chocolatiers, confectioners, pastry cooks, bakeries, restaurateurs, hotels, catering enterprises and creative artists provide evidence of their expert skills in a particularly impressive fashion. The emphasis is on the creative and expert handling of high quality chocolate and all its manifold uses. The last years have shown: imagination knows no bounds. The competition founded by Barry Callebaut in 2004 offers, in particular, young and passionate professionals and their craft skills an interesting platform.

7 candidates have qualified for the renowned competition "German Chocolate Masters" in Cologne. The top experts registered for the competition are offered a forum to demonstrate their superior skills with chocolate.

The subject this year will be all about "National Myths and Legends". The visitor can expect imaginative chocolate creations, pralines, cakes and masterful show pieces in an impressive and unique competitive atmosphere.

During the follow-on competition recently founded by Barry Callebaut, the "Young Professionals Chocolate Masters", young master pupils of the master confectioners' school in Cologne will be able to show their skills for the first time and triumph. The young chocolate artists have to master demanding tasks in team work under the conditions of creative competition. During this competition, the future master confectioners are offered the opportunity of proving their skills in a team.

You can obtain detailed information about the "World Chocolate Masters" and "Young Professionals Chocolate Masters" upon enquiry from Mr Thomas Lawniczak, telephone: 02203 36977-50 or by email to thomas_lawniczak@barry-callebaut.com.

You can also receive this Press Information as a doc. file and request photo material. Just send a short email to:

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