# News Release

***Accademia Maestri Pasticceri Italiani* bestows award on Carma's *Claire*:**

# The best milk chocolate in the world

***Claire,* a Carma product, has won a Gold Medal from the *Accademia Maestri Pasticceri Italiani* as the superior quality milk chocolate. Carma, a Swiss quality brand catering to chocolate and confectionary artisans, belongs to the Swiss Barry Callebaut Group, the world's largest manufacturer of cocoa and chocolate products.**

Zurich/Switzerland, November 8, 2006 – The *Accademia Maestri Pasticceri Italiani* invited Italy's most famous master confectioners to a blind tasting of exquisite chocolate products from around the world to determine the world's best milk chocolate. Seven finalists were selected by the panel of experts after several rounds of tasting. The Gold Medal for excellent milk chocolate quality was awarded to Carma's *Claire* on November 7, 2006 in Palermo.

*Claire* already enjoys the distinction of being the most successful product innovation introduced by Carma and it is marketed worldwide. What makes Claire extraordinary is its unique combination of selected blends of cocoa beans and other ingredients. Cocoa beans from Ecuador, Java, Ghana and some additional African blends are used to make this fine couverture, not to mention four specific kinds of premium Swiss milk. Carma went to great lengths to ensure that this product can be easily handled by customers in manual as well as semi-automated processes.

Patrick Pastega, Country Coordinator of Barry Callebaut Schweiz AG, says: "We are very proud to have won this award. It bolsters our untiring dedication and desire to reinvent the chocolate culture and strive for perfection. *Claire* is the perfect embodiment of Swiss milk chocolate. Our specialists have succeeded not only in creating an award-winning product but also in skillfully leveraging their chocolate making expertise."

For more information, visit www.carma.ch.

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***Carma***

*Carma, a Swiss company established in Zurich in 1931, is part of the Barry Callebaut Group. It produces more than 200 top-quality chocolate and confectionery products at its*



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*factory in Dübendorf and is a specialist for ready-to-use products used by artisanal customers, mainly bakeries and confectionery and pastry shops, both in Switzerland and across Europe, Asia and America.*

***Barry Callebaut (www.barry-callebaut.com)***

*With annual sales of more than CHF 4 billion for fiscal year 2005/06, 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 is present in 24 countries, operates more than 30 production facilities and employs approximately 8,000 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. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.*