



News Release

FIRST UNITED STATES BARRY CALLEBAUT CHOCOLATE ACADEMY OPENS IN CHICAGO



September 25, 2008, Chicago, IL— Barry Callebaut CEO, Patrick De Maeseire, and the company's team of Technical Advisors opened the doors to the first United States Chocolate Academy yesterday with an official ribbon cutting and celebration of the company's brands and products. "It is a great pleasure for me to be here with you today in Chicago to open the 12th Barry Callebaut Chocolate Academy," stated De Maeseire in his welcome speech. "In addition to our 40

factories across the globe, this Academy makes Barry Callebaut the only chocolate company with a presence on all continents."

Rita Athas, executive director of World Business Chicago, read an official proclamation from Richard M. Daley, Mayor of the City of Chicago, who was unable to attend the event. "Chicago is internationally renowned for its culinary excellence and we are proud that Barry Callebaut has chosen our city for its first U.S. Chocolate Academy. We look forward to showcasing our extraordinarily talented professionals, business climate and quality of life to the Academy's students and staff."

Courses begin in October at the Academy, each with the goal of inspiring artisans, pastry chefs, confectioners, bakers and caterers from around the globe to share their passion for fine chocolate, improving their skills and techniques and learning about the latest chocolate-making trends. "We are pleased to welcome Barry Callebaut, and its first U.S. Chocolate Academy to our distinguished list of international companies that call Chicago home," said Athas. "We look forward to welcoming culinary

| 1/2

Barry Callebaut North America
600 West Chicago Avenue, Suite 860 | Chicago, IL 60654
Phone 312-496-7300 | Fax 312-496-7399
www.barry-callebaut.com

BARRY CALLEBAUT



News Release

professionals from around the world with Chicago's dynamic spirit, and to engaging Barry Callebaut in our international business community.”

The Barry Callebaut Chocolate Academy offers a diverse range of seminars, demonstrations, theoretical courses and practical workshops, focusing on creativity, innovation and proficiency. New and innovative courses are offered, as well as foundational programs for those new to chocolate. The experienced North American Barry Callebaut Technical Advisor Team leads the Academy teaching staff, which regularly includes members of the Barry Callebaut Chocolate Ambassadors Club. This club is comprised of approximately 70 Ambassadors from around the world who represent the company brands of Callebaut, Cacao Barry and Carma at trade fairs, demonstrations, shows, exhibitions and other events throughout the year. The Ambassadors assist with customer training and also help the company test and develop new products and recipes.

To obtain the 2008-2009 Barry Callebaut United States Chocolate Academy course catalog and to register for classes, email chocolate_academy_usa@barry-callebaut.com or call 1-866-443-0460.

About Barry Callebaut

Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 25 countries, operates more than 40 production facilities and employs approximately 7,500 people. The company serves the entire food industry, from manufacturers to confectioners to retailers. The company's Callebaut, Cacao Barry and Carma products are specifically designed to meet the special needs of artisan customers, including bakers, pastry chefs, hotels, restaurants and caterers. Barry Callebaut also provides a comprehensive range of services in the fields of product development, processing, training and marketing. Visit www.barry-callebaut.com for more information.

CUTLINE: Patrick De Maesinere (left), CEO, and Massimo Garavaglia, President Americas, open the first U.S. Barry Callebaut Chocolate Academy in Chicago with a ribbon cutting ceremony.

CONTACT:

Megan Warmouth
Gordon Hanrahan, Inc.
Phone: (312) 372-6862
mwarmouth@gordonhanrahan.com

| 2/2

Barry Callebaut North America
600 West Chicago Avenue, Suite 860 | Chicago, IL 60654
Phone 312-496-7300 | Fax 312-496-7399
www.barry-callebaut.com

