



News Release

Culinary professionals and students invited to enter Cacao Barry® recipe contest for chance to win more than \$35,000 in prizes

- Cacao Barry L'art du Chocolatier Challenge 2010 designed to encourage chefs and soon-to-be chefs to express their creativity through the medium of chocolate
- Recipes may be submitted through Nov. 30, 2010, by visiting www.LartDuChocolatier.com
- Twelve prizes totalling more than \$35,000 to be awarded

Chicago, August 19, 2010 – Whether they've created the most sumptuous sponge cake or the perfect praline, Barry Callebaut – the world's leading manufacturer of high-quality cocoa and chocolate products – is asking culinary professionals and students to submit their best recipes using the Cacao Barry brand of super premium French chocolate for the chance to win more than \$35,000 in prizes.

As part of the *Cacao Barry L'art du Chocolatier Challenge 2010*, which runs through Nov. 30, 2010, Barry Callebaut is searching for new and truly inventive recipes that feature Cacao Barry products. Finalists in both the professional and student categories will be flown to Chicago to recreate their recipes at the state-of-the-art Barry Callebaut Chocolate Academy the week of Jan. 10, 2011. Each finished recipe will be judged by a panel of chefs and Barry Callebaut representatives.

The grand-prize winner in the professional category will receive \$10,000, a feature in a leading food publication, and \$1,000 in Cacao Barry chocolate, and the grand-prize winner in the student category will receive \$3,000, a feature in a leading food publication, and \$500 in Cacao Barry chocolate. In addition, 10 other prizes will be awarded in the contest.

“The Cacao Barry recipe contest is designed to encourage chefs and soon-to-be chefs to express their creativity through the medium of chocolate,” said Parveen Werner, Marketing Director for Barry Callebaut’s Americas region. “Many people think of chocolate as an ingredient in cake and candy, but there’s so much more you can do with our fine chocolate couvertures. Our goal is to inspire possibilities and introduce true culinary talent to the world.”



*12 Prizes Totalling More Than \$35,000 to be
Awarded in the Cacao Barry
L'art du Chocolatier Challenge 2010*

Professional Category Prizes

- One Grand Prize: \$10,000 in cash, \$1,000 in Cacao Barry product, and a feature in a prestigious culinary publication
- Two Second-Place Prizes: \$4,000 in cash and \$1,000 in Cacao Barry product
- Three Third-Place Prizes: \$2,000 in cash and \$1,000 in Cacao Barry product

Student Category Prizes

- One Grand Prize: \$3,000 in cash, \$500 in Cacao Barry product, and a feature in a prestigious culinary publication
- Two Second-Place Prizes: \$1,000 in cash and \$500 in Cacao Barry product
- Three Third-Place Prizes: \$500 in cash and \$500 in Cacao Barry product

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How to Enter the Cacao Barry L'art du Chocolatier Challenge 2010

Entrants may submit up to 10 recipes at www.LartDuChocolatier.com by no later than Nov. 30, 2010. All recipes in the professional category must feature at least three Cacao Barry products, while the student recipes need to incorporate at least one Cacao Barry product. Official contest rules and entry form are available at www.LartDuChocolatier.com.

Entries will be judged on the basis of sensory appeal, creativity, presentation, standardized method of preparation, and photography of the finished product. Finalists will be announced on or around Dec. 15, 2010, and winners will be announced the week of Jan. 10, 2011, after finalists have created their recipe at Barry Callebaut's Chocolate Academy in Chicago.

For more information or to enter the contest, please visit www.LartDuChocolatier.com.

About Cacao Barry®

The French brand Cacao Barry® offers a range of high-quality cocoa products, chocolate coatings, fillings and decorating products. Its strength lies in the sourcing of cocoa beans in the origin countries as well as in mastering the processing of cocoa. Chocolatiers, confectioners, master bakers and pastry chefs all over the world choose the Cacao Barry® brand because of its perfect finesse and superior taste and texture. To learn more go to www.cacao-barry.com.

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

With annual sales of about CHF 4.9 billion (approximately USD 4.3 billion) for fiscal year 2008/09, 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 26 countries, operates about 40 production facilities and employs about 7,500 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. Barry Callebaut is the global leader in cocoa and chocolate innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. The company is actively engaged in initiatives and projects that contribute to a more sustainable cocoa supply chain.

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