

## Honoring the skills and passion of its customers Callebaut® celebrates 100 years of making fine Belgian chocolate

- Callebaut® celebrates the success of its extensive brand heritage and expertise, marking 100 years of making the Finest Belgian Chocolate for chocolate professionals all over the world
- With the “100 years 100 faces 100 reasons” campaign, Callebaut® honors the skills and passion of its customers and the larger global community of chocolate artisans
- The campaign consists of a series of promotional activities, anniversary packaging, competitions, special events – and also a dedicated website
- Confectioners, bakers and pastry chefs have the chance to win one of five trips to a cocoa farm in Ghana as part of a contest



Wieze/Belgium, June 23, 2011 – Since 1911, Callebaut® has become the preferred partner for chocolate and chocolate-related products for skilled professionals active in the confectionery, pastry, restaurant and catering communities. This year, Callebaut® is proud to celebrate its anniversary: 100 years of Callebaut® Finest Belgian Chocolate.

With the year-long “100 years 100 faces 100 reasons” campaign, Callebaut® is commemorating the success of its iconic chocolates, such as 811 (dark), 823 (milk) and W2 (white), which have all set new standards for the category and have long been praised by the global chocolate community. Just last week, the first batch of Callebaut® chocolate wrapped in the specially designed anniversary packaging left the chocolate factory in Wieze, the home of Callebaut® chocolate. The celebration of the 100<sup>th</sup> anniversary of Callebaut® chocolate will continue throughout 2011 with promotional activities, competitions and special events worldwide – all aimed at saying thank you to everyone related to the brand and highlighting Callebaut®’s best-in-class products.



Chocolate Ambassador Alexandre Bourdeaux presents the Callebaut® anniversary packaging.

On the basis of its Belgian chocolate heritage and through its extended know-how and expertise, Callebaut® has been supporting its customers all over the world for an entire century, offering superior quality chocolate products for every possible application. Callebaut®’s strengths are also due to its presence in origin countries. It’s the only Belgian chocolate that works across the entire value chain – from the cocoa bean to the finished chocolate product, guaranteeing the highest level of quality and committed to sustainable sourcing.

Juergen Steinemann, CEO of Barry Callebaut, Callebaut®’s parent company, said: *“Many different people are connected to the Callebaut® brand – from cocoa farmers to confectioners, from roasters to chefs – and each for their own reason. That is why “100 years 100 faces 100 reasons” is the centennial’s main theme. We want to put chocolate professionals – our customers – in the spotlight, let them talk about their passion and*



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*Callebaut® , and reward them for their loyalty, trust and belief in the brand.”*

## **Dedicated website highlighting major milestones and featuring testimonials**

As part of the 100<sup>th</sup> anniversary celebration, a special website and competition for chocolate professionals has been launched. The new “Callebaut 100 Years” website ([www.Callebaut100Years.com](http://www.Callebaut100Years.com)) commemorates the history of the fine Belgian chocolate brand and features:

- Personal testimonials from professionals in the confectionery, pastry, bakery and hospitality communities, explaining why they enjoy using Callebaut® chocolate in their creations
- Snapshots of major milestones in the brand’s history – from the first chocolate bars and blocks that were produced in 1911 to the myriad of innovations that have changed the gourmet segment since that time
- An interactive guide that shows how the finest Belgian chocolate is made – from the cocoa bean to the finished product

In addition to launching the “Callebaut 100 Years” website, Callebaut® is sponsoring a contest in which confectioners, bakers and pastry chefs can enter for the chance to win one of five trips for two to a cocoa farm in Ghana, where they will be able to observe firsthand how cocoa beans are grown, harvested, fermented and dried before being shipped to Barry Callebaut’s state-of-the-art manufacturing facilities around the world. Other prizes to be awarded include 100 free courses at one of Barry Callebaut’s 13 Chocolate Academies around the world and 100 free 100-kilogram bags of Callebaut® chocolate.

To enter the contest, chocolate professionals must submit their name, upload a picture of him or herself, and submit a testimonial about why they enjoy working with Callebaut® chocolate at [www.Callebaut100Years.com](http://www.Callebaut100Years.com). The contest runs now through Sept. 1, 2011. Winners will be announced at the end of October 2011.

## **Callebaut – from brewing beer to manufacturing the Finest Belgian Chocolate**

Established in 1850 in the heart of Belgium as a malt brewery and dairy company, Callebaut® changed its core business to become the manufacturer of the Finest Belgian Chocolate in 1911.

The company began exporting its products in 1950. The brand Callebaut® rapidly conquered a fixed place in the hearts of confectioners, bakers and pastry chefs around the world. The company is still one of the rare chocolate makers to select, roast and grind cacao beans into its own secret and exclusive cocoa mass – the most important ingredient for chocolate couvertures.

### **100 Years of Callebaut: Select Milestones**

**1911** – Callebaut first produces chocolate in neapolitans, bars, tablets and blocks

**1925** – Callebaut innovates by storing and transporting chocolate in liquid form

**1945** – Couverture chocolates become core part of Callebaut’s business

**1988** – Callebaut introduces its breakthrough Callets™, improving convenience for professionals

**1988** – Callebaut opens its first “Callebaut College” – the predecessor to Barry Callebaut’s current 13 Chocolate Academies

**1998** – Callebaut creates its first single-origin chocolates

**2006** – Callebaut launches Callets™ Sensation, beautiful round chocolate pearls

**2010** – Callebaut introduces its Crispearls™, pearl-shaped toasted biscuits enrobed in chocolate couverture

**2011** – Callebaut offers several of its products with the Fairtrade certification



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Today, Callebaut® is one of the two global brands of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate, dedicated to the professional users of chocolate. Callebaut®'s wide range of chocolates, coatings, fillings, nut products and decorating products are traditional favorites with chocolate artisans and chefs.

Through its global network, Callebaut® is close to its customers in four continents and in over 20 countries. For more information, visit [www.callebaut.com](http://www.callebaut.com).

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***Callebaut (www.callebaut.com):***

*For 100 years, Callebaut has been making chocolate in the heart of Belgium and is still one of the rare chocolate makers to select, roast and grind cacao beans into its own secret and exclusive cocoa mass – the most important ingredient for chocolate couvertures. Callebaut was established in 1850 in Belgium as a malt brewery and dairy company. It produced its first chocolate bars in 1911 and began production of chocolate couverture for Belgian chocolatiers in 1925. Callebaut began exporting its products in 1950 and is part of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate.*

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

*With annual sales of about CHF 5.2 billion / EUR 3.6 billion / USD 4.9 billion for fiscal year 2009/10, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest finished product. Barry Callebaut is present in 26 countries, operates more than 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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**NOTE TO EDITORS:** Product photography and photos of Callebaut® milestones are available for download here: [www.barry-callebaut.com](http://www.barry-callebaut.com). Images of desserts made with Callebaut® chocolate and photos of the cocoa manufacturing process are available upon request.

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