News Release

Proving innovation power at this year's FIE

Barry Callebaut explores new horizons in sustainability, naturalness and convenience

- **Barry Callebaut present at FIE, the world's leading food ingredients exhibition in Paris (29/11/2011 – 01/12/2011; Hall 2 – Booth B41)**
- **Revelation of a brand new chocolate integrating natural sweetener solution**
- **Further extension of assortment in convenience fillings and inclusions**

Wieze/Belgium, 28 September 2011 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, will be present at the upcoming FIE trade fair in Paris from 29 November 2011 to 1 December 2011 (Hall 2 – Booth B41). A new divine-tasting chocolate integrating a natural sweetener solution will mark the highlight at this year's stand of Barry Callebaut at FIE.. Recent innovations such as the premium chocolate range Terra Cacao along with other innovations and strategies will be presented in details, including tasting sessions for the interested visitors.

The same indulgent taste, but with a stronger natural touch

Visitors to the Barry Callebaut booth at FIE will have an exclusive sneak preview at how Barry Callebaut is continuing to respond to the increasing demands for healthier alternatives to standard chocolate. An exciting new divine-tasting chocolate integrating natural sweetener solution will be revealed!

In addition to this exciting innovation, Barry Callebaut will present its brand new fillings and decorations as it continues to focus on convenience while offering fresh taste sensations.

A sustainable pure chocolate

Barry Callebaut will also present its latest premium chocolate range Terra Cacao. Based on the company's revolutionary cocoa cultivation and fermentation methods, Terra Cacao represents a giant leap forward in terms of both quality and sustainability. Cocoa used to make Terra Cacao has virtually zero defects or off flavors, resulting in a 100% natural chocolate with an unprecedented harmony of tastes and rich aromas. Barry Callebaut will offer FIE visitors a unique opportunity to taste the sustainable chocolate of the future, already today.

Barry Callebaut will also showcase its continuous investments in manufacturing sustainable chocolates. In addition, the company will present the ongoing implementation of its Quality Partner Program in Côte d'Ivoire and Cameroon.

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BARRY CALLEBAUT

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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