News Release

Actively involved in host country Belgium's activities

Barry Callebaut proves its innovation power at the ISM

- **Barry Callebaut present at ISM, the world's leading confectionery trade exhibition in Cologne (29/01 – 01/02/2012; Hall 10.2 Aisle C010–D019) and actively involved in host country Belgium's activities**
- **Sweet by Fruits™ and chocolate with Stevia extract: presentation of chocolate with new, innovative sweetening solutions**
- **Further extension of product range in convenient fillings, decorations and inclusions**
- **Revelation of a new stage in Barry Callebaut's unique sustainability program**

Wieze/Belgium, January 3, 2012 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, will be present at the upcoming ISM trade fair in Cologne from January 29 to February 1, 2012 (Hall 10.2 Aisle C010-D019). A new stage in Barry Callebaut's unique sustainability program will mark the highlight for this year's participation. Recent innovations such as Sweet by Fruits™, a chocolate integrating a sweetener solution entirely from fruits, the premium chocolate range Terra Cacao™ along with other innovations will be presented in detail, including tasting and show cooking sessions for the interested visitors.

A sustainable pure chocolate
Along its premium chocolate range Terra Cacao™, Barry Callebaut will further focus on its continuously evolving sustainability program. Barry Callebaut will offer ISM visitors a unique opportunity to taste the sustainable chocolate of the future, already today.

The same indulgent taste, but with a natural touch
Visitors to the Barry Callebaut booth at ISM will have an extensive view at how the company is responding to the increasing demand for alternatives to chocolate with refined sugar: Sweet by Fruits™ chocolate and chocolate sweetened with Stevia extract, two exciting new, appealing chocolates integrating new sweetener solutions, can be tasted!

Dazzling decorations, smooth fillings and innovative inclusions
In addition to these exciting innovations, Barry Callebaut will present its brand new portfolio of smooth fillings, mini-decorations that are small in size but big in flavor and its dazzling inclusions – all focusing on convenience while offering fresh taste sensations. Come and let yourself be immersed into Barry Callebaut's new fillings and decorations and the most exquisite taste experiences during the live show cooking sessions which are part of Belgium's host nation activities. Barry Callebaut's sessions will be animated by Bart Van Cauwenberghe, Belgian Chocolate Ambassador, in the aisle between Hall 2 and 3 from Sunday up and to Tuesday from 10AM to 12AM and from 2PM to 4PM.

Going nuts
Nuts and chocolate make a great duo. Barry Callebaut's wide choice of premium nut products offers a variety of applications that go beyond traditional compositions, such as new

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BARRY CALLEBAUT

flavoring bakery products or decorating ice cream. Discover our delightful nut solutions during the ISM.

Barry Callebaut (www.barry-callebaut.com):
With annual sales of about CHF 4.6 billion (EUR 3.6 billion/USD 5.0 billion) for fiscal year 2010/11, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finished chocolate product. Barry Callebaut is present in 27 countries, operates around 40 production facilities and employs a diverse and dedicated workforce of about 6,000 people. Barry Callebaut serves the entire food industry focusing on industrial food manufacturers, artisans and professional users of chocolate (such as chocolatiers, pastry chefs or bakers), the latter with its two global brands Callebaut® and Cacao Barry®. 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. Cost leadership is another important reason why global as well as local food manufacturers work together with Barry Callebaut. Through its broad range of sustainability initiatives and research activities, the company works with farmers, farmer organizations and other partners to help ensure future supplies of cocoa and improve farmer livelihoods.

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