



News Release

New taste sensations combined with increased convenience Experience the art of temptation with Barry Callebaut at the ISM and awaken all your senses during the show cooking sessions

- **Barry Callebaut will be present at ISM, the world's leading confectionery trade exhibition in Cologne (29/01 – 01/02/2012; Hall 10.2 Aisle C010-D019), and is actively involved in host country Belgium's activities**
- **Discover the latest product range in convenient fillings, decorations and inclusions**
- **Belgian chocolate show cooking demonstrations include sessions by Barry Callebaut Chocolate Ambassador Bart Van Cauwenberghe**

Wieze/Belgium, January 26, 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). The company's presence at this fair is built upon experiencing the new range of chocolate and cocoa-related products. Visitors to the Barry Callebaut booth will get the opportunity to see and taste Barry Callebaut's dazzling new decorations, fillings and inclusions. Moreover, as part of the activities organized by host country Belgium, Barry Callebaut Chocolate Ambassador Bart Van Cauwenberghe will use the new product range to make delicious chocolate creations during his show cooking sessions.

Dazzling decorations, smooth fillings, innovative inclusions and premium nut products

Barry Callebaut's brand new portfolio of mini-decorations, smooth fillings and dazzling inclusions will be up for tasting during the ISM trade fair. With this range the chocolate manufacturer focuses on convenience and premiumness whilst also offering delightful taste sensations.

When it comes to the new range of decorations, less is more. The rather small dimensions of the mini Vermicelli, mini Nibs, mini Splitters, mini Blossoms and mini Crispearls™ are in no way comparable to their grand style and beauty. These and other new decorative chocolate elements can be used to brighten up and add flavor or texture to the entire range of confectionery products such as ice cream, desserts and pastries.

The Désir range is ideal for making your favorite confectionery application truly irresistible. Its smooth bite and delightful taste make it hardly discernible from any artisanally made ganache.

The innovative inclusion range of Barry Callebaut offers new opportunities when it comes to personalized inclusions. Chocolate professionals now can truly awaken all senses when working with chocolate.

Chocolate and nuts ideally go together, offering delicious taste sensation. It is thus no surprise that Barry Callebaut offers a wide choice of premium nut products, ranging from whole roasted hazelnuts and almonds to fine, pure nut pastes, praliné's and so much more. These authentic and delightful nut solutions are also available for tasting during the ISM.



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A Belgian chocolate master at work

Tasting the new product range by Barry Callebaut is one thing. Seeing it being used by a professional is quite a different experience. Therefore, as part of the activities organized by host country Belgium, Bart Van Cauwenberghe, one of Barry Callebaut's Chocolate Ambassadors, will host several show cooking sessions during the fair. These sessions will be held in the aisle between Hall 2 and 3 from Monday up and to Tuesday from 10AM to 12AM and from 2PM to 4PM. Interested visitors will get inspired by seeing Bart Van Cauwenberghe in action with products from the new Barry Callebaut ranges.

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.

Contacts

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