News Release

Election of the Best restaurant in the World

Cacao Barry, exclusive chocolate partner of the World's 50 Best Restaurants

Meulan, France, May 10th 2012 – Cacao Barry, the Premium chocolate partner for passionate artisans since 1842, was chosen for the second consecutive year to be the exclusive chocolate sponsor of the World's 50 Best Restaurants event, which took place in London, UK, on April 30th, 2012.

The World's 50 Best Restaurants event is the list of the 100 top-restaurants chosen by 800 voters (chefs, experts in Gastronomy, or very passionate people) spread around the globe. Ferran Adria, famous ex-chef of El Bulli in Spain says: "the World's 50 Best" is the Oscars of the Gastronomy", « the List to Be In » in the world of the modern fine dining cuisine.

During this international meeting, the World's 50 Best Academy, which gathers 837 members chosen for their expertise and knowledge of the restaurant world, had to elect the Best Restaurant in the world for 2012. This year and for the third consecutive year, Mr René Redzepi from **Noma Restaurant**, in Copenhagen (Denmark) won the title among 500 nominated Chefs. Let's mention also Jordi Roca, Pastry Chef at El Celler De Can Roca who was ranked second in the list and Sergio Herman, 3* Michelin and Cacao Barry Ambassador in The Netherlands with his restaurant Oud Sluis, took the 21st position.

Cacao Barry has reinforced its legitimate position in Top End Restaurants business by joining this family through a great outstanding attendance at the ceremony. The 150 guests had been astonished by the incredible piece of art made by Paul Wayne Gregory, famous and appreciated Pastry Chef, and Cacao Barry Ambassador in the UK. He built a life-size pastry chef 100% chocolate on an amazingly realistic marble.

During the Ceremony, Cacao Barry also awarded Brett Graham, Chef of The Ledbury (London – UK) for being the best progression, rising from the 34th to the 14th position.

This specific prize celebrated the high potential of this restaurant. It's sure that we'll hear about him in the next coming years!

Cacao Barry, inspiring your creations

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About Cacao Barry® (www.cacao-barry.com):

By constantly inventing and reinventing Pastry and Gastronomy, France gave its name and mark to this art. It is a tradition envied by the whole world. It is all about creativity, innovation, and above all passion. Since its creation in 1842, Cacao Barry® has been entirely committed to this heritage. Today Cacao Barry® provides the most complete palette of products, to all passionate chocolate craftsmen around the world: chocolate and couvertures, pralinés, origins and exclusive plantations, decorations and moulds, inspiring them and opening doors to new creative experiences. Besides, Cacao Barry® offers the widest international community of chocolate professionals, Ambassadors' Club and Chocolate Academies to support craftsmen and chefs on their quest for perfection. Cacao Barry® is a global Gourmet brand of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate.

About The Ambassador's Club and the Chocolate Ambassadors

The mission of the Club is "to transfer its chocolate know-how and techniques to other craftsmen all over the world in order to support the development of new products, product concepts, packaging, recipes and training events meeting professional expectations."

The Chocolate Ambassadors Club brings together the leading chocolate professionals, selected for their creativity and their know-how. It's a vibrant live network that unites more than 150 chefs, pastry chefs, master bakers and confectioners of international reputation to share a common mission to transfer chocolate know-how and techniques all over the world.

Quality, creativity, knowledge of ingredients and process leadership are the main assets of the Ambassadors Club.

Since the club's creation in 2002, there are more than one hundred chocolate craftsmen in the club. They support the work of Chocolate Academies and Technical Advisors by giving trainings, demonstrations, courses and they participate as associates in the international World Chocolate Masters Competition. The Ambassadors are present in local markets to meet the needs of all craftsmen.

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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