



# Press Release



## **Cacao Barry<sup>®</sup>, Callebaut<sup>®</sup> and Carma<sup>®</sup> to crown next National Chocolate Master at U.S. selections for *World Chocolate Masters*, November 1-3 in Chicago**

- **Leading pâtissiers, chefs and chocolatiers in the country invited to compete for title of U.S. National Chocolate Master 2012**
- **Chocolate creations to convey “Architecture of Taste” theme using Barry Callebaut’s gourmet brands Cacao Barry<sup>®</sup>, Callebaut<sup>®</sup> and Carma<sup>®</sup>**
- **Deadline to register and submit completed application is June 29, 2012**

*Chicago, May 16, 2012* – Cacao Barry<sup>®</sup>, Callebaut<sup>®</sup> and Carma<sup>®</sup> are searching for the next U.S. National Chocolate Master.

The U.S. titleholder will advance to compete against top culinary artisans from 18 countries in the *2013 World Chocolate Masters*, an initiative of Barry Callebaut, the world’s leading manufacturer of high-quality cocoa and chocolate products. World Chocolate Masters is in its 5<sup>th</sup> edition and is the only global culinary competition dedicated to the art of chocolate.

This year’s theme is “Architecture of Taste.” Pâtissiers, chefs and chocolatiers will compose flavors and assemble new textures as well as study and design new shapes in their quest for pastry and confectionary innovation. They will create a brand new architecture of taste inspired by Cacao Barry<sup>®</sup>, Callebaut<sup>®</sup> and Carma<sup>®</sup>, Barry Callebaut’s gourmet brands.

The U.S. competition is now open for registration [online](#). Once registered, contestants are asked to submit an application package, including information about their professional experience, original recipes for chocolate layer cake and molded praline / molded bonbons as well as a picture of an original chocolate showpiece. All packages are due to arrive at the Barry Callebaut Chocolate Academy in Chicago by June 29, 2012.

Up to six finalists will be chosen and flown to Chicago to compete at the state-of-the-art Barry Callebaut Chocolate Academy the weekend of November 1-3, 2012. As part of the final competition, contestants will make a large chocolate showpiece, a molded praline/molded bonbon and a gastronomic chocolate dessert.

For the last assignment, each contestant will revisit a classic American pastry, the donut, and build from his or her own inspired taste. A professional jury will evaluate the creations, based on criteria such as presentation, taste and technical skills.

Official contest rules and entry form are available at [www.WorldChocolateMasters.com](http://www.WorldChocolateMasters.com).

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***The World Chocolate Masters is an initiative of the 3 leading Gourmet brands: Cacao Barry<sup>®</sup>, Callebaut<sup>®</sup> and Carma<sup>®</sup> ([www.WorldChocolateMasters.com](http://www.WorldChocolateMasters.com))***

***About Callebaut<sup>®</sup> ([www.callebaut.com](http://www.callebaut.com)):***

*For 100 years, Callebaut<sup>®</sup> 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<sup>®</sup> was established in 1850 in Belgium*



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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.

**About Cacao Barry® ([www.cacaobarry.com](http://www.cacaobarry.com)):**

By constantly inventing and reinventing Pastry, France brings the Art of Gastronomy to a very high level. 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 Carma® ([www.carma.ch](http://www.carma.ch)):**

Carma® was created in 1931 in Zurich by Carl Maentler, who decided to launch high quality ready-to-use products in order to facilitate the work of pastry chefs. For 80 years, Carma® has been recognized as a reference brand in the pastry and confectionery sectors as well as in the gastronomy, hotel, restaurant and catering sector (HORECA). Thanks to its successful expansion and increasing demand, Carma® is exported to a broad customer base around the world. Today, Carma® is the Swiss Gourmet brand of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate.

**Barry Callebaut ([www.barry-callebaut.com](http://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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