News Release

Callebaut® congratulates Chef Alicia Boada on Pastry Chef of the Year honor by Chefs de Cuisine Association of California

- **Los Angeles Chapter of American Culinary Federation recognizes Boada's achievements and contributions to profession**
- **Brings 20 years of pastry chef and confectionary experience as West Coast Technical Consultant for Barry Callebaut**

Chicago, June 6, 2012 – Callebaut® Finest Belgian Chocolate™ congratulates Chef Alicia Boada on being awarded the Pastry Chef of the Year by the Chefs de Cuisine Association of California (CCAC), which is the Los Angeles chapter of the American Culinary Federation (ACF). Chef Boada serves as the West Coast Technical Consultant for Barry Callebaut.

"We are delighted that our very own Chef Boada received this honor," said Patty Kopitas, Callebaut Brand Manager, Americas. "At Barry Callebaut, she is an integral part of a team that helps both experienced and up-and-coming chefs become better chocolate artisans."

Boada is one of only three chefs in the United States holding the following four certifications: Certified Executive Pastry Chef (CEPC), Certified Culinary Educator (CCE), Certified Culinary Administrator (CCA) and Approved Certification Evaluator (ACE).

"The Chefs de Cuisine Association of California congratulates Chef Alicia Boada CEPC CCA CCE as our 2011 Pastry Chef of the Year," said David Binkle CEC CEPC CCA FMP, Immediate Past President of the CCAC, Inc. American Culinary Federation. "Chef Boada has been a technical and inspirational chapter member conducting trainings and demonstrations for the chefs and culinarians in Los Angeles County. Her pastry knowledge and applied skills are world class and she has been instrumental in judging various certification practicals and student competitions.

About Alicia Boada

- Graduate of Culinary School of Kendall College
- 20 years of pastry and confectionary experience
- One of only three U.S. chefs who holds all four certifications: CEPC, CCE, CCA and ACE
- Experience includes Sugar Training with Eward Notter, and Chocolate Training under Jacquy Pfeiffer, and Fine Dining Training at Le Français Restaurant in Chicago

"I'm thrilled that my colleagues in the business have given me this recognition," Chef Boada said. "It means a lot when people I have long admired and worked with notice my work."

As one of Barry Callebaut's technical consultants at its Chocolate Academies, Boada provides technical support, demos, chocolate training and trend setting Customer Ideation Sessions to the company's customers in the West Coast and Las Vegas region. The Chocolate Academies are teaching and training centers for artisans and professionals who want to improve their working skills in chocolate and learn about new trends, techniques and recipes.

Boada's formal training began in 1992 in Chicago, where she graduated from the Culinary School of Kendall College. She has lived around the world, and apprenticed under Master Pastry Chefs and Master Confectioners. After honing her skills, she returned to the United States and worked in New York City and Chicago. Her experience includes Sugar Training under Ewald Notter, Chocolate Training under Jacquy Pfeiffer and Fine Dining training under Mary Beth and Roland Liccioni of the 4 star-acclaimed Le Français Restaurant in Chicago.

Reaching for new challenges, Boada moved to Los Angeles and has since worked for TLC's Chocolate Wars and educated with Le Cordon Bleu North America. Her contributions to LCB's Patisserie and Baking Program include recipe testing and curriculum development for 12 different classes ranging from sugar and chocolate work to laminated dough and plated desserts. These accomplishments led the American Culinary Federation to nominate Boada for Western Region Educator of the Year 2009.

The Chefs de Cuisine Association of California is a non-profit organization and the Los Angeles chapter of the American Culinary Federation. Its members range from students to educators, from local vendors to the national brands, from novice chefs to seasoned professionals, from apprentice to mentors. Founded in 1923, the L.A. chapter is focused on the education and professional development of its members.

***

About Callebaut® (www.callebaut.com):
For 100 years, Callebaut® 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® was established in 1850 in Belgium 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.

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.

***

Contact for the media:
Sally Howard
Grayling for Callebaut
Phone: (202) 863-4225
sally.howard@grayling.com