



News Release

Cacao Barry® USA announces Chefs Frédéric Loraschi and Frédéric Moreau as new brand Ambassadors

- **Frédéric Moreau, Executive Pastry Chef at St. Regis Monarch Beach Resort, and Frédéric Loraschi, Owner of Chocolat Frédéric Loraschi, join prestigious Cacao Barry® Ambassador Club**
- **Both bring decades of incredible culinary experience and global cultural perspective to the world of pastry and Ambassador ranks**

Chicago, July 19, 2012 – Cacao Barry®, the French premium chocolate brand, today announced the appointment of Chefs Frédéric Loraschi and Frédéric Moreau as its newest Ambassadors. In their new Ambassador roles, Loraschi and Moreau will assist the brand in evaluating new products and developing new recipes and applications, as well as conducting pastry demonstrations and collaborating on special projects with the Cacao Barry® team.

“We are excited that Chef Loraschi and Chef Moreau are joining the Cacao Barry family. Both are award-winning chefs who have garnered industry titles and awards,” noted Alexandra Urbe, Cacao Barry® Brand Manager, Americas.

“I am very excited to join the illustrious ranks of the Ambassador’s club,” said Loraschi. “Cacao Barry has a rich gourmet history and I look forward to the rewarding process of sharing experiences with my fellow ambassadors, pastry chefs and chocolatiers. It is truly a two way process: to be inspired and to inspire others.”

Moreau commented, “Cacao Barry is a long-respected brand in the pastry world, and it means a lot to me to be able to share my international Fine Dining and Hotel experience with other chefs.”

After learning his craft in France and working with some of the most prestigious chefs all over Europe, Loraschi pursued his career in the United States working for luxury hotels such as The Ritz-Carlton Laguna Niguel, The Original Ritz-Carlton Boston, and The Hotel Hershey as Executive Pastry Chef.

In 2005, Loraschi created Chocolat Frédéric Loraschi, an online chocolate marketplace, using rare cocoa beans from Africa and South America, as well as other ingredients from unique locations around the world.

Moreau also draws on influence from several countries around the world including France, Belgium, Japan and Africa as well as several cities across the United States. In 1999, he worked as Pastry Chef for the French Army in Africa before he became a Chocolatier in his native France and an ice cream maker in Brussels, Belgium.

In 2002, Moreau began his work in the U.S., and continued to perfect his culinary technique in the pastry department at the Ritz Carlton in Naples, Fla. In 2007, he brought his dessert experience to the kitchen of Occitanial, a pastry shop in Tokyo. And in 2009, Moreau moved back to U.S. to take over the pastry kitchen at the Park Hyatt Hotel, Chicago and the restaurant



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was rewarded with its first Michelin Star in 2010. He is currently the Executive Pastry Chef at the St. Regis Monarch Beach Resort in Dana Point, Calif.

The Cacao Barry® USA ambassador team includes: Chef Frédéric Monti from Pregel America in North Carolina, Chef Rocco Ligrine, Instructor at the Art Institute of Philadelphia, Chef Patrick Fahy from the Sofitel in Chicago, and Chef Gabriele Riva, Pastry Consultant in New York.

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.

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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