News Release

New champion to be revealed early next year

U.S. selections for *World Chocolate Masters* changed to Jan. 11-12, 2013 in Chicago

- **Deadline for registration and submission for U.S. selection of World Chocolate Masters extended to September 14, 2012**
- **Leading pâtissiers, chefs and chocolatiers invited to participate in most prestigious chocolate contest in the U.S., hosted by gourmet chocolate brands Cacao Barry®, Callebaut® and Carma®**
- **"Architecture of Taste" is theme for 2013 contest**

Chicago/USA, August 21, 2012 – The top U.S. pâtissiers, chefs and chocolatiers will have more time to vie for the coveted title of National Chocolate Master. The deadline to register and to submit an application for the U.S. selection of *World Chocolate Masters* is extended to September 14.

The challenge calls on leading chocolate artisans across the country to develop new flavors, assemble new textures and innovate new designs using the Cacao Barry®, Callebaut® and Carma®, gourmet brands of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products.

The final competition date also has changed, and is now scheduled for the weekend of January 11-12, 2013 at the state-of-the-art Barry Callebaut Chocolate Academy. Up to six finalists will be chosen and flown to Chicago.

In the finals, contestants are required to create a chocolate showpiece, a molded praline / molded bonbon, a gastronomic chocolate dessert as well as their interpretation of a classic American pastry, the donut. A professional jury will evaluate the creations, based on criteria such as artistry, taste and technical skills.

Registered contestants are asked to submit an application, including information about their professional experience, original recipes for a chocolate layered cake and molded praline / molded bonbons as well as a picture of an original chocolate showpiece. All submissions are due online by September 14.

Updated contest rules and entry form are available at www.WorldChocolateMasters.com.

The U.S. titleholder will go on to compete against top culinary artisans from 18 countries in the *2013 World Chocolate Masters*, an initiative of Barry Callebaut. *World Chocolate Masters* is in its 5th edition and is the only global culinary competition dedicated to the art of chocolate.

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The World Chocolate Masters is an inititative of the three leading Gourmet brands: Cacao Barry®, Callebaut® and Carma® (www.WorldChocolateMasters.com)

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.

About Cacao Barry® (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):
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):
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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