News Release

Five chefs chosen for U.S. selections for *World Chocolate Masters* in Chicago, January 11-12, 2013

- **Leading pâtissiers, chefs and chocolatiers to compete in most prestigious chocolate contest in U.S., hosted by gourmet chocolate brands Cacao Barry®, Callebaut® and Carma®**
- **Final competition on January 11-12, 2013 at state-of-the-art Barry Callebaut Chocolate Academy in Chicago**
- **"Architecture of Taste" is theme for 2013 contest**

Chicago/USA, Oct. 3, 2012 – Five of the top pâtissiers, chefs and chocolatiers from across the country have been selected to compete for the coveted title of National Chocolate Master, hosted by Cacao Barry®, Callebaut® and Carma®, the gourmet chocolate brands of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products.

The five finalists are:
- Jove Hubbard, Executive Pastry Chef, The James Hotel, Chicago, Ill.
- Todd Owen, Executive Pastry Chef, Old Edwards Inn and Spa, Highlands, N.C.
- James Satterwhite, Executive Pastry Club, Charlotte Country Club, Charlotte, N.C.
- Evan Sheridan, Chef de Tournant, University Club of Chicago, Chicago, Ill.
- Jean-Francois Suteau, Executive Pastry Chef, The Greenbrier, White Sulphur Springs, W.Va.

The finalists were chosen based on their professional experience and their submission of an original recipe for a chocolate layered cake and molded praline / molded bonbons as well as a picture of their original chocolate showpiece.

The finalists will be flown to Chicago where they will compete at the state-of-the-art Barry Callebaut Chocolate Academy on January 11-12, 2013. This year's theme is the "Architecture of Taste."

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

More information is 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 Master Finals*, 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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