News Release

Evolutions, growth opportunities and solutions

Discover how Barry Callebaut is gearing up for the chocolate of tomorrow at ISM 2013

- **Barry Callebaut will be present at the ISM 2013, the world's leading confectionery trade exhibition in Cologne (27/01/2013 – 30/01/2013; Hall 10.2 booth C10 D19)**
- **Discover Barry Callebaut's answers to tomorrow's chocolate trends at its booth in Cologne**

Wieze/Belgium, January 3, 2012 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, will be present at the upcoming ISM trade exhibition in Cologne, Germany from January 27 to January 30, 2013 (Booth C 10 D19). Visitors of the ISM will experience how Barry Callebaut responds to new consumer preferences, tastes, and values. As a pro-active solution-provider, Barry Callebaut is fully prepared for the growth opportunities already today: the company will not only present *which* trends will become most important for the chocolate world, but also *how* its unique, varied product range tap into these new opportunities.

A series of insights – today for tomorrow

Despite the current economic downturn, overall revenues on the chocolate market have remained stable. Neither do the chocolate market nor consumer preferences stop evolving: preferences are changing in terms of types, flavors and sizes of chocolate, as well as the values it represents. In addition, health aspects are growing increasingly important.

Barry Callebaut is known to be at the forefront when it comes to trends. At this year's ISM, the company lives up to its reputation: based on a solid market analysis, Barry Callebaut has spotted a series of insights in the market, which are expected to influence consumers and define the chocolate market of tomorrow. More so, Barry Callebaut will also demonstrate how its comprehensive product range already responds today to the new growth opportunities of tomorrow.

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BARRY CALLEBAUT

Barry Callebaut (www.barry-callebaut.com):
With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) for fiscal year 2011/12, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest chocolate product. Barry Callebaut is present in 30 countries, operates around 45 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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