



News Release

New member of the Executive Committee

Barry Callebaut appoints Peter Boone as new Chief Innovation Officer

- **Peter Boone new Chief Innovation Officer (CIO)**
- **Boone brings comprehensive Business-to-Consumer and Business-to-Business marketing experience as well as knowledge in innovation/R&D and gourmet**

Zurich, Switzerland, October 25, 2012 – Barry Callebaut AG, the world's leading manufacturer of cocoa and chocolate products, announced today it has appointed Peter Boone (born 1970; Dutch national) as the Group's new Chief Innovation Officer (CIO) effective December 3, 2012. In his function, Mr. Boone will be a member of the Executive Committee (ExCo) of the company. He will report directly to the CEO of Barry Callebaut, Juergen Steinemann.

Juergen Steinemann, CEO of Barry Callebaut, said: "I am happy Peter is joining us. He brings a best-in-class strategic marketing background in B-to-C business, and combines this with extensive experience also in B-to-B, innovation and gourmet areas. All this fits well with the Chief Innovation Officer's role."

Since November 2010, Peter Boone worked as Vice President Marketing Australasia and was a member of the regional executive board of Unilever. In his function as Chief Marketing Officer (CMO), he was responsible for the marketing of all brands in all categories in Australia and New Zealand.

Peter Boone started his career at the Information Services division of ITT Corp., where he worked in various marketing roles. In 1996, he joined Unilever as a Strategy Analyst at the Head Office in Rotterdam (The Netherlands). Following this, he worked as marketing and new venture director on two of Unilever's foods brands in the Netherlands before becoming Vice President Marketing & Sales Latin America Foods Solutions, based in Sao Paulo (Brazil). In this function he was a member of the Global Innovation Team and gathered comprehensive working experience in the business-to-business gourmet area.

Peter Boone brings wide international experience, having lived and worked in Europe, Latin America and Australasia, and been responsible for many markets across the globe.

Peter Boone holds a Doctorate in Business Administration (Ph.D.) from the Erasmus University in Rotterdam (The Netherlands). He is a Dutch national, married and has three children.

Photo of Peter Boone available on www.barry-callebaut.com.



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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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