



# News Release

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## Barry Callebaut opens its first Chocolate Academy in India

- **World's leading manufacturer of high quality cocoa and chocolate products, to offer state of the art, first-of-its-kind, learning environment in Mumbai**
- **Courses include workshops, seminars and demonstrations, designed to inspire artisans and culinary professionals with an active interest in Gourmet chocolate**
- **Entry into the Indian market in line with company strategy to capture growth opportunities in fast emerging markets**

*Mumbai/India, August 8, 2008* - Barry Callebaut, the world's leading manufacturer of high quality cocoa and chocolate products, today announced the opening of its first, state-of the art, **Chocolate Academy** in Mumbai, India. The move demonstrates the company's commitment to building its business and strengthening relationships with chocolatiers and chefs in the country.

The state-of-the-art training center will showcase the knowledge accumulated over more than 150 years by **Barry Callebaut's world-leading Gourmet chocolate brands Callebaut (Belgium), Cacao Barry (France) and Carma (Switzerland)** and will encourage the exchange of technical expertise in chocolate between professionals. From introductory courses on the origins of chocolate, specialized classes on molding to enrobing and sculpting techniques, the **Chocolate Academy's** courses have been specifically designed to encourage participants to apply and broaden their skills under the guidance of trained master chocolatiers.

Like in all **Chocolate Academies** worldwide, the courses will be guided by experienced teachers: Barry Callebaut qualified technical advisors, famous chefs, members of Barry Callebaut's prestigious **Chocolate Ambassadors Club**, and outside specialists in their domain. In addition, small classes are taught in a personal setting, encouraging participants to share unique experience and the latest chocolate-making trends with other participants.

**Barry Callebaut** announced the set up of its sales office in India in July 2007, in line with its strategy of establishing its presence in promising emerging markets. According to the international market intelligence provider Euromonitor, the relatively small Indian chocolate market (with volumes of about 55,000 metric tonnes of chocolate and compound per year), is expected to grow on average per year by around 17.8% between 2008 and 2012. By following their large multinational customers into this fast-growing market, and targeting national food manufacturers, hotels and bakeries Barry Callebaut has already gained market share.

"Our research indicates a tremendous potential for educating new entrants who want to learn how to work with top-quality Gourmet chocolate, such as our **Callebaut, Cacao Barry** and **Carma** brands and for existing users who want to enhance their skills. The Chocolate Academy also provides the perfect platform for culinary professionals to share their knowledge and interact with our master chefs, gaining unmatched insights into global trends," says Paul Halliwell, Director, Gourmet Business, Barry Callebaut, Asia.

"The opening of this Chocolate Academy is a tribute to the importance Barry Callebaut places on the Indian market and the tremendous talent we have witnessed in the country's culinary industry that can be further nurtured," he added.



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“For more than 20 years, Barry Callebaut experts have offered tailor-made courses to specialists. In our 10 Chocolate Academies worldwide, about 500 chocolatiers, confectioners and chefs gather each week,” says Chef Gael Etrillard, Technical Advisor for the Barry Callebaut Chocolate Academies in the region of South East Asia, India and Maldives, “By means of demonstration, theory classes and workshops, we’re passing on our expertise and passion for chocolate.”

Barry Callebaut operates 10 Chocolate Academies worldwide. Two additional Chocolate Academies in Chicago, U.S., and in Chekhov, Russia, will be inaugurated in the coming months, bringing the total to 12 Chocolate Academies by the end of this year.

For more information on **Barry Callebaut’s Chocolate Academies** and its **world-leading Gourmet brands Callebaut, Cacao Barry and Carma**, please visit [www.barry-callebaut.com](http://www.barry-callebaut.com)



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## **Barry Callebaut:**

*With annual sales of more than CHF 4 billion (approximately US 3.6 billion) for fiscal year 2006/2007, Zurich based **Barry Callebaut** is the world’s leading manufacturer of high quality cocoa and chocolate – from the cocoa bean to the finished product on the store shelf. **Barry Callebaut** is present in 24 countries, operates more than 40 production facilities and employs approximately 7500 people. The company serves the entire food industry, from food manufacturers to professional users of chocolate to global retailers. The company’s **Callebaut, Cacao Barry** and **Carma** products are specifically designed to meet the special needs of artisan customers, including bakers, pastry chefs, hotels, restaurants and caterers. **Barry Callebaut** also provides a comprehensive range of services in the fields of product development, processing, training and marketing.*

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