



Newsflash

Barry Callebaut strengthens its European footprint

Zurich/Switzerland, September 2, 2011 – Following the divestment of its European consumer business, Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, is announcing the further strengthening of its footprint in Region Europe. Over the next few months, the company will invest nearly CHF 25 million (approx. EUR 22 million/USD 31 million) to upgrade and expand existing facilities. The majority of these investments is planned for 2011 and will be fully operational as of spring 2012.

Massimo Garavaglia, President of Barry Callebaut Western Europe, said: "With the planned investments, we will not only strengthen our industrial footprint in Western Europe, the company's largest business region. We are also investing in our network of Chocolate Academies to support the further growth of our Gourmet business."

Strengthening the Food Manufacturers Products business...

In order to further optimize the factory network, increase customer proximity as well as to respond to increased demand for solid products, Barry Callebaut is expanding its chocolate molding capacities by building a new line in Banbury (United Kingdom) and in Meulan (France). In addition, the company is also upgrading the chocolate factory in Banbury, incorporating latest technology and improved service capabilities.

...as well as supporting further growth of the Gourmet business

In line with the aim to accelerate the expansion of its Gourmet & Specialties Products business, led by the two global brands Callebaut® and Cacao Barry®, Barry Callebaut will build a new Callebaut® Chocolate Academy in Wieze (Belgium) and is refurbishing its Cacao Barry® Chocolate Academy in Meulan (France). At its specialty and decorations plant in Zundert (The Netherlands), the company is establishing a new center of competence for chocolate decorations, adding to the current Chocolate Academy there. At this so-called 'Decoration Inspiration Center', customers will have the opportunity to develop customized decoration products for their specific application needs.

Barry Callebaut (www.barry-callebaut.com):

With annual sales of about CHF 5.2 billion / EUR 3.6 billion / USD 4.9 billion for fiscal year 2009/10, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest finished product. Barry Callebaut is present in 26 countries, operates more than 40 production facilities and employs about 7,500 people. The company serves the entire food industry, from food manufacturers to professional users of chocolate (such as chocolatiers, pastry chefs or bakers), to global retailers. 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. The company is actively engaged in initiatives and projects that contribute to a more sustainable cocoa supply chain.



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Contact for the media:

Raphael Wermuth

External Communications Manager

Barry Callebaut AG

Phone: +41 43 204 04 58

raphael_wermuth@barry-callebaut.com