



News Release

Gaby Tschofen replaces Joern Wagenbach as Head Corporate Communications at Barry Callebaut

Zurich/Switzerland – November 1, 2012 – Barry Callebaut has appointed Gaby Tschofen as new Head of Corporate Communications, effective January 1, 2013. She will be reporting directly to CEO Juergen Steinemann and will succeed Joern Wagenbach, who has decided to pursue other career opportunities.

Barry Callebaut regrets this decision and thanks Joern Wagenbach for his valuable contribution in advancing and further professionalizing the company's internal and external communications as well as the company's reputation management.

Gaby Tschofen held the same function from 2001 until 2010 and is therefore already quite familiar with the company as well as with the cocoa and chocolate business. For the past two years she has worked successfully as a self-employed communications consultant for customers from various industries.

Gaby Tschofen has broad experience in the area of communications. From 1994-2001 she held the position of Vice President Corporate Communications at Zurich Financial Services Group, from 1988-1994 she worked as a consultant at Trimedia Communications and from 1983-1988 she worked at the former Bank Julius Bär. She has a degree in translation and is a certified PR consultant.

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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