



News Release

A passion for chocolate:

Barry Callebaut to open its first Chocolate Academy in the United States in September 2008

- **New Academy – a training center for professional users – to join nine other Barry Callebaut Chocolate Academies around the world**
- **150 years of knowledge, creativity and passion for cocoa and chocolate collected to create an information network among professionals**
- **500 chocolatiers, confectioners and chefs gather each week in the Academies worldwide**

Chicago, March 4, 2008 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate, today announced that it will open a Chocolate Academy in Chicago as part of its commitment to building its business in North America and strengthening its relationships with chocolatiers and chefs in the United States.

The Chocolate Academy, which is the only one of its kind with worldwide locations, offers a **diverse range of seminars, demonstrations, theoretical courses and practical workshops** designed to inspire artisans and culinary professionals, including pastry chefs, confectioners, bakers and caterers, from around the globe to:

- Share their passion for fine chocolate with other skilled professionals
- Continually improve their skills in working with fine chocolate products, such as **Callebaut** (fine Belgian chocolate), **Cacao Barry** (exquisite French chocolate), and **Carma** (high-quality Swiss chocolate)
- Learn more about the latest chocolate-making trends, techniques and recipes

The state-of-the-art, 8,500-square-foot training center in Chicago, which will be the 10th Chocolate Academy location, will showcase the knowledge that has been accumulated by Barry Callebaut and will encourage the exchange of technical expertise in the handling of chocolate between professionals.

From introductory courses on the origins of chocolate to specialized classes on molding, enrobing and sculpting techniques, the Chocolate Academy's one-of-a-kind training is specifically designed to encourage participants to apply and broaden their technical skills under the guidance of trained master chocolatiers. In addition, the small classes are taught in a personal setting that encourages participants to share their unique experience and knowledge about the latest chocolate-making trends with other participants.

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Architectural renderings of Barry Callebaut's future Chocolate Academy in Chicago



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“For more than 20 years, Barry Callebaut experts have offered tailor-made courses to specialists. In our nine Chocolate Academies around the world, about 500 chocolatiers, confectioners and chefs gather each week, and more than 3,000 chefs in the United States are already participating in Chocolate Academy events each year,” said Patrick Peeters, technical advisor for the Barry Callebaut Chocolate Academy. “By means of demonstrations, theory classes and workshops, we’re passing on Barry Callebaut’s expertise and passion for chocolate.”

The new Barry Callebaut Chocolate Academy will be located at 600 W. Chicago Ave., in Chicago. For more information on Barry Callebaut’s Chocolate Academies, please visit www.barry-callebaut.com.

Barry Callebaut’s Chocolate Academy Locations Around the Globe

- Wieze, Belgium
- Meulan, France
- Lodz, Poland
- St. Hyacinthe, Quebec
- Singapore
- Zurich, Switzerland
- Banbury, United Kingdom
- Suzhou, China
- Mumbai, India
- Chicago, USA (September 2008)

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

With annual sales of more than CHF 4 billion (approximately USD 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 8,000 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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