No-one will resist the new Callets™ sensation now!

If chocolate lovers were not already seduced by Callebaut's *Callets*TM sensation, now they will not be able to resist them any longer. Sure, their delicate pearly shape, their brilliance and their 100% chocolate taste still remain highly seductive. But now, Callebaut presents the *Callets*TM sensation in two additional flavours. And in an exclusive 60 g gift box!

Callets™ sensation – excellence in looks and taste, ready to serve or sell

With *Callets™ sensation*, Callebaut offers chocolate professionals a product that makes quite a difference. This range of ready-to-serve or ready-to-sell chocolate delicacies excels in refined, natural looks.

Callets™ sensation, naturally shaped & brilliant like pearls

CalletsTM sensation are like pearls in 100% chocolate. With their small, beautiful, round shape and incomparably deep, natural shine, they have an authentic, handmade character: no two CalletsTM sensation are the same in size or shape. Furthermore their remarkably deep shine is obtained by 100% natural processing – without the use of any shining agents.

Two new flavours combined with a Callebaut classic

Besides the classic three varieties that were already available – Dark / Milk / Marbled (a mix of dark and white chocolate) – Callebaut now adds three brand new flavours to the range:

Callets™ sensation Caramel

Milk chocolate pearls made with milk Callebaut chocolate Select 823 and that luscious dash of real caramel, adding the taste of sweet butter toffee. Available as of November 2007.

Callets™ sensation Cappuccino

Shiny pearls of Callebaut's milk chocolate Select 823 mixed with strong coffee for an extra exciting, Latin flavour!

Available as of November 2007.

A new, exclusive gift box

Two of the bestsellers in the $Callets^{\text{TM}}$ sensation range now come in an exclusive gift box, containing 60 g of the exclusive pearls. The box is the perfect resale item for bakery, pastry, confectionery or gourmet shops. And it's the ultimate gift box or self-indulgence item for their customers.

The small gift boxes are presented per 20 in an eye-catching table top dispenser. Quick sell-out guaranteed!

The *Callets*™ *sensation* Milk and Marbled will be available in this new resale packaging.

Callets™ sensation, ready for so many applications

An indulgent coffee snack

Callets™ sensation are the ideal accompanying snack for coffee or tea breaks. Pure natural indulgence!

Hot chocolate with Callets™ sensation

Make a difference in serving hot chocolate: let your customers stir and melt the $Callets^{\text{TM}}$ sensation into their hot milk themselves, to create an original and super delicious "hot chocolate." Your customers will be thrilled with the idea! And with the purity of the taste.

A refined finishing touch for desserts and pastry

The *Callets*™ *sensation* not only tastes great. It has the shine and the looks! It is the perfect decoration for desserts and pastries.

Ideal for resale

Offer the *Callets*™ *sensation* to your customers – packed in cellophane blisters, or ready for resale in the new 60 g-gift box.

Technical specifications

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Туре	Product Name	Min. % cocoa solids	Min. % milk solids	Packaging		
Callets™ sensation Dark	CHD-SC-811NV-556	51.9	-	2.5 kg bag		
Callets™ sensation Milk	CHM-SC-823NV-556	33.6	21.8	2.5 kg bag		
Callets [™] sensation Marbled	CHM-SC-WDNV-556	-	-	2.5 kg bag		
Callets™ sensation Caramel	CHF-SC-CARA-556	31.2	27.3	2.5 kg bag		
Callets™ sensation Cappuccino	CHF-SC-CAPPU-556	30.8	22.5	2.5 kg bag		
Callets™ sensation Milk – gift box	CHM-SC-823NV-M04	33.6	21.8	20 x 60 g gift box in display		

Callets™ sensation Marbled	CHM-SC-WDNV-M04	-	-	20 x 60 g
– gift box				gift box in
				display

For more technical information go to www.callebaut.com Contact LOCAL TRADE MARKETEER

Barry Callebaut LOCAL SITE • ADDRESS

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