



Press release

Callebaut

Callebaut is the world's leading Belgian chocolate producer with a reputation for producing chocolates of such superior quality and workability to support the craftsman in his or her efforts to create wonderful products that will excite the end consumer.

Our mission continues with the introduction of a range of innovations to support executive and pastry chefs, confectioners and bakers in their efforts to fulfill the entire range of creative possibilities offered by Callebaut chocolates.

The new Callebaut products seen at Europain

Callets™ Sensation - new

20 x 60 g boxes collected in an eye-catching counter display. Callets™ Sensation have the look and the deep shine of natural pearls. Packed as precious jewels in a luxury box, these two classics in the Callets™ sensation range will surely catch the attention of customers.

These pearls are made of 100% Callebaut milk chocolate or marbled.

Callets™ sensation, suited for decoration on desserts and pastries, and also, ready for resale.

2008 Rubans Bleus Selection

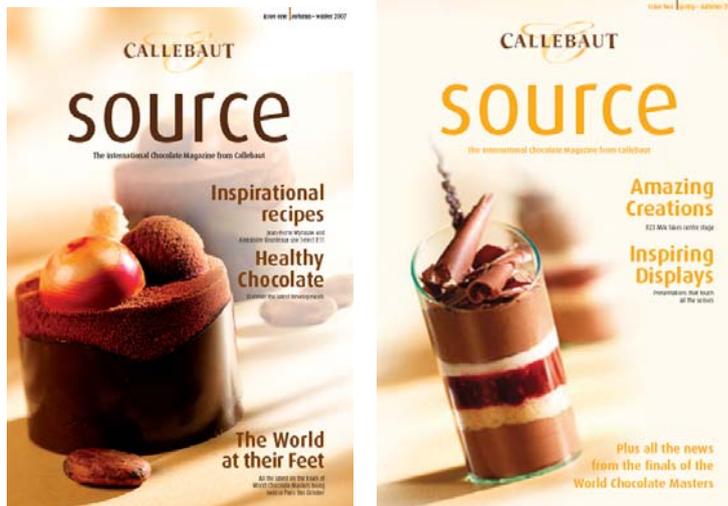


« Source » magazine – new

Last September Callebaut relaunched Source, a Gourmet magazine dedicated to professionals. This 24-pages biannual magazine, translated into 6 languages has a worldwide distribution of 40 000 copies. It covers a set of essential and current rubriques such as: the techniques of famous chefs, 24 hours in the life of a leader, merchandising and design, health, cosmetics and naturally recipes, along with a “shopping” section , presenting the brand's latest products.



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Other Callebaut products seen at Europain

« Malchoc » chocolate with no added sugar

In these dark and milk chocolates, the sugar is replaced by Maltitol. Their tastes and their properties are identical to other Callebaut chocolates. They work so easily. The naming " no added sugar " is authorized for these chocolates.

The couverture chocolates

A large selection of dark, milk and whites chocolates deserving of the Belgian tradition.

The Origine chocolates

3 dark chocolates and 1 milk originating from countries renowned for the quality and exclusivity of the cocoa harvest: Sao Tome (70 % cocoa), Grenada (60 % cocoa), Madagascar (66 % cocoa) and Java (32 % cocoa).

The couverture chocolates

A wide choice in terms of taste, fat, cocoa content, and color: black, milk, white and colored. This provides the assurance to find "the" chocolate which will be convenient for a specific application.

For more information:

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www.callebaut.com