



News Release

Barry Callebaut introduces new premium Callebaut™ Belgian chocolate products for consumers in North America



- **Gourmet chocolate once available only to professional pastry chefs and chocolate artisans now available to consumers through specialty food stores and fine grocers**
- **New milk, dark and marbled chocolate products are ideal for baking, cooking and snacking**
- **Company launches CallebautRecipes.com, offering a variety of mouth-watering recipes for home chefs**

Chicago, Jan. 17, 2010 – To the delight of chocolate enthusiasts and home chefs throughout North America, **Barry Callebaut – the world’s leading manufacturer of high-quality cocoa and chocolate products** – today at the Fancy Food Show in San Francisco introduced a new line of its popular Callebaut Belgian chocolates designed especially for the consumer market.

Made using the finest cocoa beans, 100 percent pure cocoa butter and natural bourbon vanilla, the new line of Callebaut chocolate couvertures are available in milk, dark and marbled varieties and will be sold at specialty food markets and fine grocers throughout the United States.

“Callebaut has long been the global standard for Belgian premium chocolate products and the preferred choice among chocolate professionals who want exceptional taste and quality for their culinary creations,” says Parveen Werner, director of marketing for Barry Callebaut North America. “Now non-professional food enthusiasts can achieve the same quality in their own recipes at home with our new line of fine Callebaut chocolates that will be available conveniently at retail stores.”

In fact, home cooking and baking enthusiasts will enjoy a number of benefits when using Callebaut chocolate, including:

- **Enhanced flavor** – The milk, dark and marbled chocolate couvertures are perfect for adding rich taste to brownies, cookies, cakes, truffles and other dessert recipes.
- **Easy-melt consistency** – Small, disc-shaped chocolate Callets™, which are the perfect size for quick snacking and make tempering chocolate in the microwave a breeze.
- **Optimum product freshness** – The milk and dark chocolate varieties are available in re-sealable 8.5-ounce stand-up bags or 8-ounce snap-tight tubs to help preserve freshness, and have a shelf life of 18 and 24 months respectively. The marbled variety chocolate is available in 9-ounce bags and 9-ounce tubs and has a shelf life of 12 months.



-more-



News Release

Callebaut chocolate is ideal for use in a variety of recipes, such as:



CHOCOLATE TRUFFLES *Yield: 60 Servings*

INGREDIENTS:

1 cup	Heavy Cream	Confectioners' Sugar, for garnish
2 cups	Callebaut Dark Chocolate	Cocoa Powder, for garnish
2 tbsp.	Orange-Flavored Liqueur	Finely-chopped Nuts, for garnish
1/2 tsp.	Vanilla Extract	

DIRECTIONS:

Heat cream until steaming; do not boil. Add chocolate to a heatproof mixing bowl. Pour cream over the chocolate and let sit for 20 seconds to melt chocolate slightly. Slowly whisk cream and chocolate together, until incorporated, about 2-3 minutes. Continue mixing slowly, adding liqueur and vanilla until incorporated. Let the mixture sit for at least 1 hour. When firm, use two tablespoons, one to scoop the chocolate and the other to push onto a baking sheet lined with parchment paper. Wearing latex gloves, roll truffles with palms of hand to create a round ball. Do not handle truffles too long or they will soften. Roll truffles in cocoa powder, confectioners' sugar or chopped nuts to finish.

For more product information and mouth-watering recipes, home chefs and chocolate artisans alike can visit www.callebautrecipes.com.

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

With annual sales of about CHF 4.9 billion (approximately USD 4.3 billion) for fiscal year 2008/09, 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 26 countries, operates about 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.

#

Contacts for the media:

Nikki Lopez
MM2 Public Relations
(214) 379-3707 direct
nikki.lopez@mm2pr.com

Kyle Rose
MM2 Public Relations
(214) 379-3704 direct
kyle.rose@mm2pr.com

*High resolution images available upon request.