



News Release

Broadening range of convenience products for professionals:

Barry Callebaut opens factory for frozen pastry - “haute patisserie” in Spain

- **80:20 Joint-venture in Spain between Barry Callebaut and Master Pastry Chefs, Paco and Jacob Torreblanca**
- **New specialty factory is dedicated to premium frozen decorated pastisseries, using Cacao Barry’s products (Barry Callebaut’s French Gourmet brand for chocolate professionals)**
- **Paco Torreblanca to create desserts, Barry Callebaut to take care of production and international distribution**
- **Joint-venture is in line with Barry Callebaut’s strategy to expand its offering to professionals in the area of ‘ready-to-serve’ convenience products**

Alicante, Spain / Zurich, Switzerland, October 16, 2008 – Barry Callebaut Pastry Manufacturing Iberica will inaugurate today a dedicated factory for the production of frozen pastry “haute patisserie” in Alicante / Valencia Region, Spain. Barry Callebaut Pastry Manufacturing Iberica is a 80:20 joint-venture between Barry Callebaut, the world’s leading manufacturer of high-quality cocoa and chocolate products, and Master Pastry Chefs Paco and Jacob Torreblanca. Paco Torreblanca creates the elegant desserts for professionals, his son Jacob Torreblanca serves as Production Manager, and Barry Callebaut is responsible for the international distribution of these ‘ready-to-serve’ decorated frozen desserts.

Paco Torreblanca is one of the best pastry chefs in the world. He holds innumerable prizes, such as ‘Best Master Pâtissier in Spain’ in 1988 and ‘Best Master Pâtissier in Europe’ in 1990. For more than two decades, Paco Torreblanca, considered by many as a reference in his sweet culinary art, has been advising domestic and international companies in the food sector on innovations and sweets creations. For 20 years, Paco and Jacob Torreblanca have been working with Barry Callebaut’s French brand for artisans and chefs, Cacao Barry (exquisite French chocolate).

Philippe Janvier, Vice President Gourmet Europe of Barry Callebaut, says: “The joint-venture with the master chef pâtissier Paco Torreblanca is in line with our strategy to strengthen our business with professional customers and to expand our offering for them. Many chefs do not find skilled labor any more; others – such as caterers – need to be flexible in their planning. For both customers segments the ‘ready-to-serve’ top-quality convenience products offer a highly welcome alternative.”

Paco Torreblanca comments: “My passion is to experiment with flavors and turning ingredients into an art for the eyesight and a delight for the palate. My credo has always been to bring out the maximum from a good ingredient, such as dark chocolate or a raspberry, in a pastry recipe, trying to bring to perfection each ingredient and every combination. For two years, together with Barry Callebaut, we have been developing a unique process allowing a high production output while always ensuring my credo is respected. This vision and joint effort gives today birth to this magnificent factory. I now have the means to share with the whole pastry world my passion and vision of what premium patisserie is.”



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A one-of-a-kind production process in a state-of-the-art pastry factory

This new specialty factory was built taking into consideration the specific needs for premium pastry production and the highest food safety standards. The factory employs about 40 people, can make up to 30,000 pastries per day and offers the space to double the output in the future. All machinery is tailor-made to allow the combination of a high production output with the absolute premium quality developed by the Torreblancas. Barry Callebaut Pastry Manufacturing Iberica is already working at more than 50% capacity utilization, delivering daily to every European country, and is in the process of starting exports to North America and China.

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

*With annual sales of more than CHF 4 billion (EUR 2.5 billion) for fiscal year 2006/07, 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 25 countries, operates about 40 production facilities and employs approximately 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. 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.*

For more information on **Barry Callebaut's Chocolate Academies** and its **world-leading Gourmet brands Callebaut, Cacao Barry and Carma**, please visit www.barry-callebaut.com

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