

News Release

Creating value through personalization

Discover Barry Callebaut's FullFill factory™ at ISM 2015

- **Barry Callebaut will be present at the ISM 2015, the world's leading confectionery trade exhibition in Cologne (01/02/2015 – 04/02/2015)**
- **Its FullFill Factory™ offers freedom of creativity and personalization like no other solution has done before**

Wieze/Belgium, December 18, 2014 – Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, will be present at the upcoming ISM trade exhibition in Cologne, Germany, from February 1 to February 4, 2015 (Hall 10.2 - booth C010 - D019). Visitors of the ISM will discover its new FullFill Factory™, a new offering through which Barry Callebaut will make personalization of chocolate, compounds or fillings for its customers easy and accessible.

The FullFill Factory™ caters to a growing demand in all market segments, from both big and small customers, for personalized concepts. How it works, what it means for the industry and why it will be an asset to Barry Callebaut customers, will be demonstrated and explained at the Barry Callebaut booth.

Note to the editor: Barry Callebaut spokespeople will be available for interviews at ISM. For scheduling, contact Steven Van de Broek at +32 474 48 37 27 or at barry-callebaut@finn.be.

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

With annual sales of about CHF 5.9 billion (EUR 4.8 billion / USD 6.5 billion) in fiscal year 2013/14, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of over 9,300 people.

The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

The Barry Callebaut Group is committed to sustainable cocoa production through its "Cocoa Horizons" initiative to help ensure future supplies of cocoa as well as improve farmer livelihoods.

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