



News Release

Strengthened leadership position in North American chocolate market: Barry Callebaut opens brand new 100,000 tonne chocolate factory in Mexico

- **Barry Callebaut opens a new state-of-the-art chocolate factory in Monterrey, Mexico, representing its third largest chocolate production facility worldwide**
- **Annual production capacity of around 100,000 tonnes**
- **Gateway to promising Central and South American chocolate markets**

Zurich, Switzerland/ Monterrey, Mexico, January 15, 2009 – Barry Callebaut AG, the world's leading manufacturer of high-quality cocoa and chocolate products, today inaugurated its new state-of-the-art chocolate factory located in Monterrey, Mexico. The construction of this factory is paramount to Barry Callebaut's global expansion strategy and underlines the company's commitment to the Americas.

With an annual production capacity of around 100,000 tonnes, the new factory is Barry Callebaut's third largest chocolate factory worldwide. The total investment amounted to approximately USD 40 million. Expansion into Mexico allows Barry Callebaut to deliver chocolate to the local Mexican market, the Southern region of the United States, and to Central and South America.

Patrick De Maeseneire, CEO of Barry Callebaut, said: "Our new chocolate factory in Monterrey, Mexico, will enable Barry Callebaut to move closer to its growing customer base of multinational and local food manufacturers in this region. Chocolate confectionery in Mexico is expected to grow on average by 6.5 %¹ per year in value terms over the next five years. These growth projections make the Mexican market a very attractive investment for Barry Callebaut. The expansion into Mexico has strengthened our position as the No.1 chocolate manufacturer in North America."

The new factory integrates a high level of automation and meets the highest quality standards to guarantee maximum food safety. It is designed to manufacture industrial chocolate – liquid and moulded chocolate – as well as compound. Capacity utilization at the plant is expected to rise rapidly and reach 60-70% by the end of fiscal year 2009/10. Full capacity is expected to be reached within five years.

In addition to servicing food manufacturers, Barry Callebaut will also continue to import Gourmet chocolate products to sell to artisanal chocolate users such as chocolatiers, pastry chefs and caterers in Mexico.

The new production site in Monterrey will offer Barry Callebaut a high level of flexibility within the region to respond to growing demand in both Mexico and North America more broadly. Barry Callebaut operates eight chocolate and cocoa factories in the Americas.

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¹ According to business intelligence provider Euromonitor International



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

With annual sales of more than CHF 4.8 billion for fiscal year 2007/08 (USD 4.4 billion), Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products – 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 more than 7,000 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. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.

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