

# News Release

## Bjoern Emde appointed new Head of Media Relations

Zurich/Switzerland, June 30, 2015 – Barry Callebaut, the world’s leading manufacturer of high-quality chocolate and cocoa products, has appointed Bjoern Emde as new Head of Media Relations/External Communications. He follows Raphael Wermuth who successfully held this position during the past five years and who now assumes the newly created function of Head of Digital Communications within the Group’s Corporate Communications department.

Bjoern Emde (born 1973) served as Senior Media Relations Manager and Spokesperson for Zurich Insurance Group since April 2013. Prior to this function, he served as Communications Manager Europe with Suntech Power International Ltd. in Schaffhausen. From 2007-2010 Bjoern Emde was a consultant for strategic communications and public affairs with Hering Schuppener Consulting in Duesseldorf and Frankfurt. He studied German and International Law at the University of Regensburg and the Free University of Berlin, completing state exams in Berlin and Hamburg. He also earned a part-time MBA in Public Affairs & Leadership from Quadriga University of Applied Sciences in Berlin. Bjoern Emde is a German and U.S. dual national.





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### **About Barry Callebaut Group ([www.barry-callebaut.com](http://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 the origination 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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