



# News Release

## **CEO Patrick De Maeseneire to leave after 7 years – Juergen B. Steinemann appointed new CEO of Barry Callebaut**

*Zurich/Switzerland, April 2, 2009* – After seven years with Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, CEO Patrick De Maeseneire has decided to leave Barry Callebaut and to accept the appointment as CEO of Adecco SA, the worldwide leader in Human Resources services, effective June 1, 2009. The Board of Directors has appointed Juergen B. Steinemann (born 1958, German national) to the position of CEO of Barry Callebaut, effective August 1, 2009.

Patrick De Maeseneire said: “During seven intensive years I had the privilege to work with a passionate team for a remarkable company. Together we have been able to develop Barry Callebaut into a global company, nearly doubling its sales as well as the number of factories. I have come to the conclusion that a CEO change would now be good for Barry Callebaut and for me. Therefore, I informed the Board of Directors early on of my decision not to renew my contract, which would have expired at the end of 2009.”

Juergen B. Steinemann has served as Chief Operating Officer of Nutreco Agriculture and a member of the Executive Board of Nutreco since 2001. Nutreco, quoted on the Official Market of Euronext Amsterdam, is an international animal nutrition and fish feed company with annual sales of EUR 5 billion in 2008, over 100 production and processing plants in more than 30 countries and about 9,300 employees. (see CV for more details)

Andreas Jacobs, Chairman of the Board, said: “Barry Callebaut wishes to thank Patrick De Maeseneire for his outstanding contribution to shaping Barry Callebaut into the uncontested global leader in high-quality cocoa and chocolate products. Since joining Barry Callebaut in June 2002, he has worked relentlessly and successfully on implementing our strategy based on geographic expansion, innovation and cost leadership. This is why Barry Callebaut today has a well-balanced geographic footprint with a strong presence in emerging markets, a broadly diversified product portfolio and a strong position as the outsourcing partner of choice for the entire food industry. Juergen Steinemann has a wealth of experience in implementing focused business strategies in B2B companies supplying the food and the feed industries, which resulted in impressive sales and profit growth on a global scale. The Board is excited Juergen Steinemann is joining the company and is convinced that he will lead Barry Callebaut to the next level of growth.”

Andreas Jacobs, Chairman of the Board, will act as Chief Executive Officer of Barry Callebaut ad interim.

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**Barry Callebaut ([www.barry-callebaut.com](http://www.barry-callebaut.com)):**

*With annual sales of more than CHF 4.8 billion for fiscal year 2007/08, 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 around 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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