



News Release

Barry Callebaut appoints Hans P. Vriens Chief Innovation Officer

Zurich, Switzerland, November 10, 2005 – The Board of Directors of Barry Callebaut AG, the world's leading manufacturer of cocoa and chocolate products, has appointed Hans P. Vriens (born 1965) to the newly created position of Chief Innovation Officer and member of the Management Team effective December 1, 2005.

Since 2001 Hans Vriens has been the owner of VF&Co. b.v. in Amsterdam, Netherlands, a holding company which invests in and develops new consumer brands for itself and for third-party customers. Activities include the consulting of large multinational companies in the development of functional foods, a partnership selling an energy drink in a new packaging concept, as well as the production and distribution of a functional dairy product.

Prior to this, Hans Vriens served as Executive Board Member responsible for Sales, Marketing and Interactive at EM-TV & Merchandising AG in Munich, Germany. From 1994-1999 he held various functions with Red Bull GmbH, among which Managing Director for Red Bull North America in Los Angeles, U.S.A. From 1989-1994 Hans Vriens worked as Brand Manager for Procter & Gamble in Austria and in Germany. He started his career in brand management and marketing with Mars/Effems in Spain and in the Netherlands.

Hans P. Vriens holds a BBA in Marketing from the Nijenrode Business University in Breukelen, Netherlands, and an MBA in Marketing/International Business from the University of Oregon in Eugene, U.S.A. He is a Dutch national.

Photo of Hans P. Vriens available on www.barry-callebaut.com.

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

With annual sales of more than CHF 4 billion for fiscal year 2004/05, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa, chocolate and confectionery products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut operates more than 30 production facilities in 23 countries and employs more than 8,000 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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