



News Release

Barry Callebaut and Hershey to expand supply agreement

- **Barry Callebaut awarded additional volume, expanding the supply and innovation agreement signed in 2007**

Zurich/Switzerland, May 5, 2011 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, and The Hershey Company, North America's leading manufacturer of high-quality chocolate and confectionary products, today announced that they have agreed to a long-term increase in the volume of products supplied by Barry Callebaut, expanding the supply and innovation agreement signed in 2007.

For this increase in volume, as well as other market share growth, Barry Callebaut will have invested an incremental US\$15.0 million in its North American sites by December 31, 2011. New deliveries to Hershey will commence by the first quarter of calendar year 2012.

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

With annual sales of about CHF 5.2 billion / EUR 3.6 billion / USD 4.9 billion for fiscal year 2009/10, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest finished product. Barry Callebaut is present in 26 countries, operates more than 40 production facilities and employs about 7,500 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. Barry Callebaut is the global leader in cocoa and chocolate innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. The company is actively engaged in initiatives and projects that contribute to a more sustainable cocoa supply chain.

Contacts

for investors and financial analysts:

Evelyn Nassar
Head of Investor Relations
Barry Callebaut AG
Phone: +41 43 204 04 23
evelyn_nassar@barry-callebaut.com

for the media:

Joern Wagenbach
Head Corporate Communications & CSR
Barry Callebaut AG
Phone: +41 43 204 04 60
joern_wagenbach@barry-callebaut.com