



News Release

Follow the World of the Finest Belgian Chocolate at the World Expo in Shanghai

<http://shanghai2010.barry-callebaut.com>

Wieze, Belgium, April 30, 2010 - Experience what promises to be one of the main attractions at the Belgian Pavilion in Shanghai online! Barry Callebaut's "Online Chocolate Corner" (<http://shanghai2010.barry-callebaut.com>) offers coverage of everything chocolate at the World Expo.



Updated daily, the website lets you discover the tantalizing sensual experience of the Belgian Chocolate Corner as if you were right there in the flesh. Get all the latest news from the expo floor; follow the demonstrations online, consult the demonstrations calendar; meet the Belgian *chocolatiers* who will be sharing their

expertise with the world; and learn more about the world-famous partners behind the Belgian Chocolate Corner, all at one address: <http://shanghai2010.barry-callebaut.com>.

More than 70 artisanal *chocolatiers* will be showing off their skills, knowhow, passion and creativity at the Belgian Chocolate Corner and online. In addition to making unique creations at the World Expo, they will also be giving live demonstrations before an audience of millions of visitors from all the corners of the globe.



Belgium is famous around the world for its chocolate and in particular, its invention of the praline. There are more artisanal *chocolatiers* in Belgium than any other country in the world. The Chocolate Corner at the Belgian Pavilion is a very special partnership between Barry Callebaut, the world's leading supplier of high quality cocoa and chocolate, and the world-renowned chocolate houses

Godiva, Guylian and Neuhaus. The stand promises to be a feast for both the eyes and taste buds, offering an insight into every aspect of chocolate production from the raw ingredients to the highly refined praline, from internationally renowned brand to small local artisan.

The World Expo opens this Saturday 1 May and runs until 31 October. The first demonstrations will be conducted by *chocolatiers* Philippe Vancayseele from Barry Callebaut, Olivier Demol from Neuhaus and Thierry Muret from Godiva.

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

With annual sales of about CHF 4.9 billion / EUR 3.2 billion / USD 4.3 billion for fiscal year 2008/09, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – 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 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. The company is actively engaged in initiatives and projects that contribute to a more sustainable cocoa supply chain. Barry Callebaut has four factories in Asia-Pacific: in Malaysia, China, Singapore and Japan. Its largest factory as well as its regional head office are located in Malaysia.

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