



Salon du Chocolat and World Chocolate Masters Highlights from Paris

The Salon du Chocolat, one of the world's most important chocolate shows for the general public, took place in Paris from October 22 to 25 this year. Barry Callebaut had the biggest booth among all the exhibitors at the show. We presented our three Gourmet brands – Cacao Barry, Callebaut and Carma – and the latest Choc-o-laté drinks, which were a big attraction for the visitors. On Sunday alone, 30,000 people visited the fair – twice as many as on the same day last year.

Our booth also showcased the showpieces from the finalists of the World Chocolate Masters. Another

highlight was the chocolate fashion show. Our Technical Advisers Philippe Marand and Philippe

Bertrand of the Chocolate Academy in France created the chocolate for the Antik Batik dress which French actress Emmanuelle Boidron presented on the catwalk.

POL DESCHEPPER IS WORLD CHOCOLATE MASTER 2005

The long-awaited final of the World Chocolate Masters took place at Ecole Lenôte in Plaisir, near Paris on October 22. A jury of 16 chocolate professionals, including Gaston Lenôte as honorary president, chose the winners from among the 17 most talented chocolate craftsmen. They were judged on their original culinary art, daring concepts and innovative ideas.

The overall winner and World Chocolate Master 2005 is Pol Deschepper, the Belgian candidate. He clearly convinced the jury and also won awards for best showpieces and best chocolate pastry. An excited Pol Deschepper said: "I'm not the best one, I'm not the winner, we are all winners." Benoît Villers, President of Gourmet & Specialties, said: "Pol Deschepper's creativity lies within the Belgian chocolate tradition. For over a hundred years, the Callebaut brand, part of the Barry Callebaut Group, has been the symbol of Belgian chocolate and the preferred brand of Belgian chocolate makers".

Fabrizio Galla from Italy won second place, Kouichi Izumi from Japan won third. Separate awards were given to Fabrizio Galla for best chocolate molded pralines, Olivier Vidal (France) for best chocolate enrobed pralines and Kouichi Izumi for best chocolate dessert.

A total prize of EUR 75,000 was shared by the finalists of the contest, including a trophy designed especially for the occasion by the Dutch sculptor Pieter Obels. (RF)



- 1 Our booth at the Salon du Chocolat – the biggest one at the fair
- 2 Children enjoying Choc-o-laté drinks
- 3 French actress Emmanuelle Boidron in her Antik Batik dress, heavily decorated with chocolate creations, made by Philippe Bertrand and Philippe Marand
- 4 Pol Deschepper, World Chocolate Master 2005, and his Surrealism showpiece
- 5 The jury of the World Chocolate Masters
- 6 Paul Lenôte was proud of the work of our finalists