



Media Alert

Amateur chefs have opportunity to win dream vacation to the 'Chocolate Capital of the World' as Callebaut Chocolate Recipe Contest enters final month



- **Amateur and home chefs invited to submit chocolate recipe for chance to win an all-expenses paid trip for two to the Callebaut Chocolate Factory in Belgium**

THE CONTEST: Whether they have a passion for all things chocolate or are simply a culinary whiz in the kitchen, consumers and amateur chefs are invited to submit their favorite original chocolate recipe at www.CallebautRecipeContest.com for the chance to win an all-expenses-paid trip for two to Belgium, courtesy of **Callebaut Chocolate – a leading Belgian brand of quality chocolates, fillings and decorating products**. Entries must be submitted by April 30, 2011.

HOW TO ENTER THE RECIPE CONTEST: The official entry form and the official contest rules are available at www.CallebautRecipeContest.com and www.facebook.com/CallebautChocolate.

Contestants will be required to submit:

- Name of the original recipe
- Detailed instructions and an ingredient list for making the recipe, which must incorporate Callebaut Chocolate or Callebaut Chocolate products
- Original digital photograph of the completed recipe

All entries will be judged on sensory appeal, creativity, presentation, and clarity of recipe.

ENTRY DEADLINE: **April 30, 2011**

PRIZES: One grand-prize winner will receive an all-expenses-paid trip for two to visit the Callebaut Chocolate Factory in Belgium, valued at up to \$3,800, including spending money to shop at some of Belgium's most-loved chocolate shops.

Two second-place winners will receive \$500 and a one-year supply of Callebaut chocolate valued at \$400, and three third-place winners will receive \$250 and a one-year supply of Callebaut chocolate.

ABOUT CALLEBAUT CHOCOLATE: For nearly a century, Callebaut has been making chocolate in the heart of Belgium and is still one of the rare chocolate makers to select, roast and grind cacao beans into its own secret and exclusive cocoa mass – the most important ingredient for chocolate couvertures. Callebaut was established in 1850 in Belgium as a malt brewery and dairy company. It produced its first chocolate bars in 1911 and began production of chocolate couverture for Belgian chocolatiers in 1925. The company began exporting its products in 1950. Callebaut is part of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate. For more information, visit www.callebaut.com.

CONTACTS: For more information, please contact Nikki Lopez at (214) 379-3707 or nikki.lopez@mm2pr.com.