

# Press Release

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## **The Italian Chef Davide Comaschi wins the World Chocolate Masters 2013**

*Paris, 30th October 2013* – After three-days of breathtaking competition between nineteen national Chocolate Masters, the results of the fifth World Chocolate Masters competition have been announced. The event took place at the "Salon du Chocolat Professionnel" exhibition at Porte de Versailles in Paris (France).

At this year's world finals, organised for the fifth time by Cacao Barry®, Callebaut® and Carma®, Davide Comaschi, winner of the Italian World Chocolate Masters preselection, was selected as the "World Chocolate Master 2013" by an international jury composed of twenty-three leading chocolate professionals. In second place was Marike Van Beurden from Netherlands and in third place Deniz Karaca from Australia.

From the beginning in 1842, Cacao Barry's mission has been to provide new perspectives and to constantly set higher standards for the creative world of chocolate. With an intuitive taste for discovery, Cacao Barry is proud to be part of World Chocolate Masters, a movement which leads the way into the future as we will thrive by working together. Like partners in a dance we balance each other in skills, taste and knowledge, generously embracing contrast and ideas, encouraging inspiration and provoking tension while trusting that we are there for each other, because we all love chocolate.

With the theme of this year's competition being "The Architecture of Taste", the jury carefully evaluated the contestants' work and creativity through chocolate. The jury was headed by Honorary President, Iginio Massari, famous Italian Relais Desserts and included Presidents Norman Love, well-known Chocolatier from USA, Angelo Musa, Meilleur Ouvrier de France 2007 and Sergio Herman, 3 stars Michelin Chef and Spécial President for this year Final.

In addition to the overall winners, the jury gave special awards for "Best moulded praline", "Best dipped praline", "Best gastronomic chocolate dessert", "Best chocolate pastry" and "Best chocolate showpiece". As a highlight this year, additional awards have been granted for "Best Creation of the Architect of the world" and "International Press Award".

This year and for the 2<sup>nd</sup> time, fans had the possibility to vote online for their favourite chocolate showpiece. The social media award won by Canada in 2011 celebrated Luis Robledo from Mexico who gathered 22 509 votes on the world chocolate masters website.

The overall winner was awarded the World Chocolate Masters 2013 trophy specially created by leading Dutch designer Rob Verhoeven,

### **Results**

**Davide Comaschi from Italy, World Chocolate Master 2013**

**Marike Van Beurden from Netherlands in second place**

**Deniz Karaca from Australia in third place**

Please find the full results on [www.worldchocolatemasters.com](http://www.worldchocolatemasters.com)

For additional pictures, please go to the press zone of [www.worldchocolatemasters.com](http://www.worldchocolatemasters.com)



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***The World Chocolate Masters is organised by the premium Gourmet brand, Cacao Barry® with the support of Callebaut® and Carma® ([www.worldchocolatemasters.com](http://www.worldchocolatemasters.com))***

***About Cacao Barry® ([www.cacaobarry.com](http://www.cacaobarry.com)):***

*Cacao Barry offers a wide range of aromatic cacao and chocolates supporting artisans in their creations. The story of Cacao Barry started with the quest of its founder Charles Barry, who travelled to Africa in 1842 to seek out the best cacao bean varieties for his first true connoisseur's chocolate. In 1923, the company was catapulted into the international arena, making Cacao Barry the first to investigate cacao cultivation in Latin America and other continents. From the day of its birth, Cacao Barry set new standards. The creation of the first range of rare-origin chocolate couvertures was a milestone in the industry, quickly followed by the introduction of plantation couvertures to answer chefs' and food professionals' growing desire for intensely aromatic and highly differentiating taste experiences. With the creation of Mycryo™, Cacao Barry tapped into the untouched potential of cacao butter as light, 100% vegetable frying fat. In 2007, the brand introduced the Or Noir Lab, a service offering chefs the opportunity to create their own signature chocolate. The Q-fermentation™ technique is Cacao Barry latest innovation resulting from our historic curiosity in the creativity cacao is offering. By constantly challenging the standards in the industry, Cacao Barry desires to unlock and share the potential cacao and chocolate bring concerning aroma, texture and cuisine applications. Now and in the future.*

***About Callebaut® ([www.callebaut.com](http://www.callebaut.com)):***

*For 100 years, 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. Callebaut® began exporting its products in 1950 and is part of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate.*

***About Carma® ([www.carma.ch](http://www.carma.ch)):***

*Carma® was created in 1931 in Zurich by Carl Maentler, who decided to launch high quality ready-to-use products in order to facilitate the work of pastry chefs. For 80 years, Carma® has been recognized as a reference brand in the pastry and confectionery sectors as well as in the gastronomy, hotel, restaurant and catering sector (HORECA). Thanks to its successful expansion and increasing demand, Carma® is exported to a broad customer base around the world. Today, Carma® is the Swiss Gourmet brand of Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate.*

***Barry Callebaut ([www.barry-callebaut.com](http://www.barry-callebaut.com)):***

*With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) in fiscal year 2011/12, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products – from sourcing and transforming cocoa beans to producing the finest chocolate, including chocolate fillings, decorations and compounds. Combined with the recently acquired cocoa ingredients business from Petra Foods, Barry Callebaut generates estimated annual sales of CHF 6 billion (EUR 4.9 billion / USD 6.4 billion), runs around 50 production facilities worldwide, sells its products in over 100 countries and employs a diverse and dedicated workforce of more than 8,000 people.*

*Barry Callebaut serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or*



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*caterers. The two global brands catering to the specific needs of these customers are Callebaut® and Cacao Barry®.*

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