

## MEET THE EXPERIENCED RUNNERS

The *Winning Together* team includes 25 beginners and 15 experienced runners from nine countries. The experienced runners will train on their own in their home countries in the coming months, and they will meet up with the 25 beginners on November 5, 2006, to run the New York City Marathon.

We will be reporting regularly on the progress of the 40 Barry Callebaut runners in Hot Foot and Hot Chocolate and on BCnet.

### ► Belgium

Andry Deseintebein  
 Jozef Van Den Steen

### ► Brazil

Wagner Santos Silva

### ► Canada

Etienne Blais  
 Alain Bruneau

### ► France

Eric Fremaux  
 Jacky Gromas  
 Luc Mauchossé

### ► Germany

Frank Hennig  
 Reinhard Stüber

### ► Italy

Sara Meschia

### ► Ivory Coast

Bart Willems

### ► UK

Barry Humphries

### ► Switzerland

John Horn  
 Susann Schreier

The *Winning Together* team reports...

## So far so good, but not very far yet

**As countless runners will testify, preparing for a first marathon can change your life. The transformation is not a big bang, but rather a slow, steady transition. For the beginners of the *Winning Together* team, the revolution is yet to come.**

Now two months into their training, the runners report that changes in their diets, bodies and schedules have not been dramatic. Some have lost a few kilos, most feel a general toning of their shapes, injuries are minor and nearly all say their appetites have increased. Most dramatic is the experience of Carruthers Nartey.



After his daily run at 4 in the morning, the storehouse and lubrication technician from Ghana reports: "I feel very hungry. I have to eat at least two to three times before lunch at work."

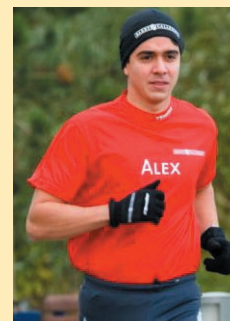
The runners' motivation, despite dark, cold days in parts of Europe and North

America, is still very high. Most say team spirit and the will to finish a marathon keep their feet moving to their training plans.



Encouragement of colleagues helps, as does music. Says Cologne-based Marketing Manager Nicole Ecken: "My best friend currently is my MP3 player."

So marathon training is easy? No, but the initial training phase of three hours/week is more relaxed than might be expected. A more serious test will come in a few months' time, when the runners' training time will increase to five hours and their training runs will include a half-marathon.





## LOVE RUNNING, LOVE CHOCOLATE

Chocolate serves up fast energy in an easy-to-eat, delicious format. Many studies now show that it can also be good for you.

Maintaining sufficient, active anti-oxidants in your body, especially in times of strain and stress, is key to healthy living. A diet featuring a variety of fruits and vegetables is a good foundation for anti-oxidant intake. Cocoa could bring a valuable addition, research shows. Some of the most effective anti-oxidants are the specific polyphenols in cocoa beans. Their potential health benefits include improved cardiovascular health, cancer prevention, regulation of the immune system and improved brain function.

Marketing Manager Marianne Dittmann and Jens Torp, Concept Manager Beverages, in BC Sweden point out the specific benefits of chocolate drinks for runners. "As a very important part of our future communication we are actively working on promoting the benefits of cocoa," says Jens Torp. "Hot or cold, a chocolate drink is a great way to rebuild your body and refill stores of proteins and carbohydrates after exercising." *Winning Together* team trainer Dr. Thomas Wessinghage totally agrees. "Runners love chocolate," Dr. Wessinghage says. "Chocolate is part of my diet and the diets of many, many other runners."

## HOT FOOT

**PLEASE SEND YOUR COMMENTS AND SUGGESTIONS TO:**

marathon@barry-callebaut.com

Corporate Communications  
Barry Callebaut AG  
P.O. Box  
8021 Zurich, Switzerland

Marina Morari  
Phone: +41 43 204 04 61  
Fax: +41 43 204 04 00

After the holiday feasting...

## Eat to run, but don't run to eat

Carrying some extra kilos after the year-end holidays? Faced with festive food and drink, many of us find this hard to avoid, especially in regions where cold and darkness do their best to keep us inside, inactive and eating too much.

One almost-certain way to take off weight is to train for a marathon. But there are less-drastring methods as well. The keys to progress, say most health and fitness experts, are exercising regularly and eating moderately.

And the best way to get started, they add, is immediately, but slowly. "Don't try to change your world and yourself in one day," advises Dr. Thomas Wessinghage, the *Winning Together* team trainer. Better condition is best achieved step-by-step. If you are inactive, a good start toward fitness is to do something most of us need to do more of anyway – walk. Go by foot rather than by car. Take the stairs rather than the lift.

If you are overweight, try eating smaller portions and substitute leaner for richer foods. Better yet, combine more calorie-conscious eating with regular exercise. With workouts, weight falls away more quickly than without. Fattening fare – in measured amounts – can remain part of your diet, because your exercise will burn off those extra calories. "After exercise," says Dr. Wessinghage, "you can reward yourself with good food, and without a bad conscience."



Fueled by chocolate...

## Winning Together in Cameroon

Congratulations to Arouna Coulibaly, Country Coordinator, and our colleagues in Cameroon for organizing the first local fitness initiative in our Group-wide *Winning Together* program: a 5-km run.

Forty-five employees from SIC Cacaos and Chococam, wearing white and red *Winning Together* t-shirts, ran together through the streets of Douala and the surrounding area on December 10, 2005. The



winner, Sylvain Nana, crossed the finish line in 18 minutes, and the fastest female runner, Marie Claire Kamwa, made it in 36 minutes.

"This was the first time we organized a race, and we wanted to give everyone the chance to cross the finish line – and they all did," said Arouna Coulibaly. "We now plan to do a run every year and start a tradition for employees in Cameroon. This is an opportunity to promote the sports spirit as well as team spirit within the company."

Spectators were treated to Chococam cocoa products from the Chococam promotion car that accompanied the runners along the route. After the race, trophies were awarded and each runner received a sample pack of Chococam products including a chocolate bar, chocolate drink, breakfast spread and sweets.

## Say it with chocolate

On behalf of all 25 beginners, René Freyer (Germany), sent this assortment of Barry Callebaut chocolate products to Dr. Wessinghage and his team as a "Thank You" after the training camp in Damp.

