



Taste a Piece of the Profits with Chocolaterie Bernard Callebaut Participating Notes

Chocolaterie Bernard Callebaut



Investment Highlights

Profit from being a “chocoholic”!
Invest in one of the most reputable
Chocolatiers in the world, Master
Craftsman, Bernard Callebaut!

Company Overview

Chocolaterie Bernard Callebaut has long since built the reputation of being a quality driven company, focused on providing customers with an exceptional quality product and service to match. Customers define Bernard Callebaut’s Chocolates as “an affordable luxury”. This company draws clientele from all walks of life, allowing them a broad appeal to an unlimited possible market.

Master Craftsman, and world renowned Chocolatier Bernard, has been crafting delectable chocolates in Calgary, Alberta since 1983. His creations have been applauded by chocolatiers, chefs, authors, editors, gastronomes, and chocolate lovers around the globe.

In 1993, Chocolaterie Bernard Callebaut was featured in a Quality Control Council of Alberta video for Bernard Callebaut’s dedication to a total quality management philosophy and in 1994, Bernard Callebaut was presented the Small Businessman of the Year award from the Calgary Chamber of Commerce. Bernard Callebaut is also the only North American to be awarded the prestigious Grand Prix International Artisan Chocolatier as a Gastronome of France.

In 2007, Chocolaterie Bernard Callebaut was named as one of Calgary’s best brands by Calgary Inc. magazine. The panel of judges concluded “The name Bernard Callebaut is synonymous with the best chocolate.”

Great annual interest rate in a low rate environment.

Monthly interest payments.

Additional return from participation in overall profitability for term of investment.

❖ **Expected to be an additional 1.5% - 4% incremental return per year.**

Exciting expansion plans.

Buy back of non-corporate stores.

Development of high-powered database to accelerate sales.

Economies of scale through growth

Wholesale product push.

New external marketing strategies.

SERIES ONE	10.00% + % OF NET INCOME PARTICIPATION ❖ 2 YEAR TERM
SERIES TWO	10.25% + % OF NET INCOME PARTICIPATION ❖ 3 YEAR TERM
SERIES THREE	10.50% + % OF NET INCOME PARTICIPATION ❖ 5 YEAR TERM

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This document should be read in conjunction with the Offering Term Sheet dated May 5, 2010.