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Moonstruck Chocolate Co. Welcomes Highly Acclaimed Chef as New Master Chocolatier

Chef Julian Rose Takes Over Research and Development for Moonstruck

(Portland, Ore. – Jan. 8, 2008) – World-renowned chef Julian Rose has joined Portland-based Moonstruck Chocolate Co. as its Master Chocolatier and Director of Research and Development. Chef Rose, a classically educated pastry chef and confectioner, is known the world over as an authority on chocolate and brings more than 25 years of experience to his position with Moonstruck Chocolate Co.

“We searched throughout North America and Europe for the perfect person with the right combination of skills, creativity and experience to further enhance what Moonstruck Chocolate Company offers,” said Dave Bany, Chairman of Moonstruck Chocolate Co. “We found that person in Julian Rose, and we are very excited to welcome someone of Chef Rose’s stature to the Moonstruck family.”

Rose is likely best known from his roles as North American Technical Advisor for Barry Callebaut and Director of Barry Callebaut's Chocolate Academy in Canada. In these roles, Rose taught and demonstrated the subtle secrets of chocolate to the best pastry chefs, confectioners and culinary instructors throughout the U.S., Canada and Mexico.

As Master Chocolatier and R&D Director at Moonstruck Chocolate Co., Rose is responsible for developing new products, refining existing ones and ensuring the utmost quality of the entire Moonstruck Chocolate Co. product line, which includes chocolates, beverages and pastries. Rose literally brings a lifetime of experience to his new role.

“From my earliest years working in my family’s pastry shop, to my education and through all the challenges that followed, I have always been fascinated with chocolate,” said Rose. “Joining a company such as Moonstruck Chocolate is an ideal way to continue the pursuit of my life’s passion.”

Rose, 44, was born and raised in Montreal, where his family owned a well-known and well-regarded pastry shop, “Patisserie Rose,” for nearly 40 years. Rose began working in the shop at a young age and in 1980 decided to formalize his education, enrolling in the pastry program at the prestigious Institut de tourisme et d’hôtellerie du Quebec (ITHQ). After graduating with honors, Rose took over the pastry chef positions at two restaurants in Montreal while continuing to work in his family’s pastry shop on weekends. In 1984, he returned to ITHQ to attend the chocolate and confectionary program, continuing his never-ending quest to perfect his craft.

Shortly after, Rose began a private consulting business that counted Barry Callebaut as a client, and in 2000 he went to work for Callebaut. After seven years, he returned to private consulting before accepting the position of Master Chocolatier and R&D Director at Moonstruck Chocolate Co. He is already hard at work creating new chocolate masterpieces.

"I have respected and admired Moonstruck Chocolate's products for a long time," said Rose. "Now that I am with the company, I am excited to be able to contribute to its long and storied history."

Rose succeeds Robert Hammond, who retired in 2006 after seven years during two different stints with Moonstruck Chocolate Co. Hammond continued to serve as a consultant to the company following his retirement and prior to Rose's hiring.

About Moonstruck Chocolate Co.

Established in 1993, Moonstruck Chocolate Co. was founded on the premise that chocolate is not simply a candy, but an experience to be enjoyed by all the senses. Moonstruck Chocolatier uses only the finest and freshest ingredients, including chocolate that originates from some of the most rare and highest quality cocoa beans in the world. The award-winning artisan chocolates, which were featured as the official chocolate of the 77th and 78th Annual Academy Awards® gift baskets, are handcrafted, hand-decorated and hand-packaged in Portland, Ore. Moonstruck Chocolate Co. also owns and operates 14 Moonstruck Chocolate Cafés in Oregon, California, Illinois, Michigan, Massachusetts and Virginia. For more information, please visit www.moonstruckchocolate.com.

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