

2008-2009 USA National Selections for the World Chocolate Masters

I. Presentation of the World Chocolate Masters 2009 competition

A prestigious worldwide competition challenging your creativity with chocolate!

Whether you're a chocolatier or pastry chef, if you have brilliant ideas for chocolate, you now have a unique opportunity to become internationally renowned. How? By participating in the "**World Chocolate Masters**", a prestigious competition in which skills and creativity with chocolate are key.

Worldwide national selections for the "World Chocolate Masters 2009"

From September 2008 to May 2009, the three leading brands for high quality chocolate, Callebaut, Cacao Barry and Carma, organise worldwide national selections for this competition, in which chocolatiers, pastry chefs and other chocolate professionals must compete against each other on a national scale.

The contestants have the assignment to make a large chocolate showpiece, a chocolate pastry and 2 different pralines. During the contest they also receive a "Mystery Box" with specific instructions to create another small chocolate showpiece.

A professional jury will judge all creations on their presentation, taste and technical application.

The theme: Haute Couture

Each contestant must express the competition theme in the showpiece in his own manner. For the 2008-2009 national selections, the theme is "Haute Couture". It will of course be a real challenge to express this in an original and clear way!

Rewarding the winners

The winner of a national contest will be granted the title of "**National Chocolate Master 2009**".

This title will undoubtedly be a substantial commercial asset towards its winner's customers!

The "National Chocolate Master 2009" may also win a ticket to enter the next final of the World Chocolate Masters, where twenty of the world's best craftsmen will compete for the title of "**World Chocolate Master 2009**".

What's in it for the contestants?

All contestants will gain not only an unforgettable experience, but also recognition from the top craftsmen within the world of chocolate! Moreover, they can count on the attention of the general and trade press, which may give a very special boost to their professional (international) career.

And then there is of course also an interesting prize package, comprising of chocolate gifts and valuable prizes.

II. The National Selections: general conditions

1. How to register for the national selections of the World Chocolate Masters?

1.1 Send in the official application form to:

Barry Callebaut
Attn: Lauren Williams
Lauren-Williams@barry-callebaut.com
600 West Chicago Avenue, Suite 860
Chicago, IL 60654
(312) 496-7334

Complete the enclosed **registration form** and send it to the address mentioned on it, at the latest 3 months before the competition. Please provide all requested information, as well as your personal details, such as information about your professional experience to date.

Send us, along with your application, **2 of your personal recipes**, including pictures

- One recipe for a chocolate cake that you have created
- One recipe for a praline that you have created.

These recipes must give us a clear impression of your professional knowledge and experience in the processing of chocolate.

Please also include a **picture of a chocolate showpiece** you have made in the past.

1.2 The Organising Committee has the final decision on your participation

Your entry will be evaluated in relation to your possible admission for participation in the 2008-2009 national selection rounds of the "World Chocolate Masters". It does not contribute to the evaluation of your creations by the jury during the actual competition.

1.3 Confirmation

Everyone applying for participation in the national selections of the "World Chocolate Masters" will be informed on his admittance by the Organising Committee or its representative in his own country, in writing no later than 2 months before the competition.

1.4 Rules

Enclosed are the complete regulations for participation in the national selections for the "World Chocolate Masters 2009". By entering the competition, each contestant declares his full acceptance of all the rules defined here.

1.5 Cancellation of participation

A contestant can withdraw his application for the World Chocolate Masters until 2 months before the actual competition. In case of late cancellation, the Organising Committee may charge the withdrawing applicant for the costs that have already been incurred by his participation.

2. Conditions for participation in the World Chocolate Masters selections

Anyone who meets the following three criteria can apply for participation in this competition. If the number of applications per country is too high, the Organising Committee decides who can actually enter the contest, based on the curriculum vitae and the recipes that the applicants have sent in. The Organising Committee of the World Chocolate Masters decides which countries can participate. If the number of applicants per country is insufficient, the Organising Committee can cancel the competition.

2.1. Occupation

This competition is open to anyone who is employed in the fields of pastry, confectionary, restaurant and catering or professional education, with the exception of employees of Barry Callebaut, Chocolate Ambassadors and the relatives of the excluded people (living at the same address).

2.2 Nationality

Entrants must have American citizenship or have or have resided and worked in the United States officially for at least 2 years in order to apply.

2.3 Age

Contestants must be born before 1st January 1988.

In case of abuse or misinformation, including subscription with incorrect or incomplete data, the Organising Committee has the right to exclude the contestant from the World Chocolate Masters.

III. Competition rules for the 2008-2009 national selections of the World Chocolate Masters

1. The recipes

- At least 30 days prior to the national competition, each contestant provides the Organising Committee – in writing - with the names and short descriptions of both pralines, the pastry, the dessert and the showpiece he will present at the competition. Please provide per creation the name, the most important ingredients and other characteristics in max. 5 typed lines.
- At the beginning of the competition, each contestant must present 8 books with the recipes of all the creations he will present to the jury, as well as 1 digital copy (Word or Power Point file on CD or USB key). Each recipe must comprise a detailed list of ingredients, a description of the work methods and a cross-section or a schedule of the composition.

2. The competition theme: Haute Couture

- The theme to which the chocolate showpieces in the national selections are to be imagined and worked out is "Haute Couture" (High fashion garments). Each contestant can freely interpret this theme.
- The creative interpretation of the theme and how clearly it is represented will both contribute towards the points awarded by the jury.

3. The creations

Each contestant makes all requested creations personally and individually during the competition. Throughout the competition, no assistance from other people is allowed to complete the assignments described below.

Innovative and creative recipes will be highly appreciated by the jury.

The contestant has to prepare the creations with **ingredients and equipment** he brought along, unless if specified otherwise

Chocolate cannot be brought by the contestant, but must be ordered from the organisation in advance.

Each contestant wears his **own professional white jacket** without brand logo and black trousers. The Organising Committee supplies the chef hat that must be worn throughout the competition and the prize award ceremony.

During this practical part the contestants are judged on their craftsmanship and technical abilities, as well as on their creativity with chocolate.

The contestants have 8.5 hours to complete their assignments:

- *Chocolate showpiece*
- *Dipped praline*
- *Moulded praline*
- *Chocolate pastry*

- "Mystery Box" assignment

3.1 Chocolate showpiece

Each contestant can prepare at home individual parts for his/her chocolate showpiece that fits the competition theme "Haute Couture."

Dimensions of base: 60 cm x 60 cm maximum.

No part of the showpiece can extend over the 60x60cm base.

Height of showpiece : minimum 1m high.

Specifications: The showpiece consists of 100% chocolate and other cocoa deriving products, with the exception of gold, silver and copper leaves and powder.

Only colourings made of cocoa butter can be used.

Max. 50% of the surface of the showpiece can be sprayed.

It is not allowed to use any hard materials for support or other fortifying or decorative materials. These include materials like dragee filling (pastillage), glue products or glue gun and varnish.

The jury has the right to perforate the showpieces to check them. Showpieces containing prohibited elements will automatically be disqualified.

The Organizing Committee provides melted standard dark and milk chocolate.

Presentation Candidates must bring their own base to which the showpiece must be placed on. The organizing committee will provide a table to put the showpiece on.

3.2 Dipped praline

Each contestant makes a dipped praline.

Quantity : minimum 50 pieces

Specifications: Maximum weight per praline is 15g (including decorations).

The interior of the dipped praline should be prepared at home and brought to the competition. Pralines then must be dipped during the competition.

3.3 Moulded praline

Each contestant makes a moulded praline.

Quantity : minimum 50 pieces

Specifications : These pralines are entirely prepared during the competition.

Maximum weight per praline is 15g (including decorations).

The contestant brings all ingredients (except for chocolate), moulds and other materials that are necessary.

3.4 Chocolate pastry

Each contestant makes a layered chocolate cake.

Quantity: 2 identical cakes for 8 people

Composition: The pastry must have an explicit chocolate taste.

Specifications: The cakes are prepared and decorated entirely during the contest. Only the sponge (biscuit) or a similar base can be brought pre-baked. It is not obligatory to use a pre-baked sponge in the pastry.

The shape and dimensions can be chosen freely.

Weight per cake: maximum 1 kg (including gold cardboard & decorations).

Presentation: Presentation on gold cardboard (to be brought by the contestant).

The jury slices the cakes into the required number of portions and dresses them onto the plates (provided by the Organization).

- 1 cake will be tasted by the jury

- 1 will be presented for photography

3.5 Mystery Box assignment : Small Chocolate Showpiece

Each finalist prepares a small chocolate showpiece, following the specifications that are revealed in the "Mystery Box."

Quantity: 1 chocolate showpiece

Specifications: This year's Mystery Box will contain a set of specifications that must be fulfilled within the showpiece.

The showpiece must be completely edible and made of chocolate.

The contestants are allowed to use their own equipment for this assignment, including spray gun, foil, moulds etc.

Contestants can only work on their "Mystery" showpiece within the specified time.

This assignment is a true creativity and craftsmanship test. The showpiece will be judged on its overall look, the technical aspect and finishing and the respect of the theme and specifications for this assignment.

Presentation: All further specifications will be revealed from the "Mystery Box".

IV. The national selections: Practical information

1. Date and location for the national competition

Sunday, November 9th, 2008

Competition: French Culinary Institute at 462 Broadway, New York NY from 6:30 a.m. – 4:00 p.m.

Award Ceremony: The Chocolate Show at 5:00 p.m. at Pier 94 (12th Avenue & 55th Street &)

The date and location for the national competitions are announced on www.worldchocolatemasters.com.

2. Time schedule

Saturday, November 8th, 2008

French Culinary Institute at 462 Broadway, New York, NY

5:00 pm	Candidates can arrive and set up their working stations
6:00 pm	Candidates have meeting with the organizing committee, and President of the jury

Sunday, November 9th, 2008

French Culinary Institute at 462 Broadway, New York NY

6:00 a.m.	Arrival of candidates and judges
6:30 a.m.	Start of competition
9:00 a.m.	Judging of the dipped pralines
10:30 a.m.	Judging of the moulded pralines
11:30 a.m.	Judging of the dessert/pastry
12:30 p.m.	President of the jury to reveal the contents of the mystery box
3:00 p.m.	Competition ends – Contestants must: Display the showpiece Display the mystery box showpiece
3:30 p.m.	Contestants may pack their equipment
4:00 p.m.	Departure from French Culinary Institute to the Chocolate Show

Sunday, November 9th, 2008

The Chocolate Show at Pier 94 (12th Avenue & 55th Street)

3. Ingredients and equipment

The contestants bring all work material and ingredients, except for chocolate, themselves. The ingredients can be brought pre-weighed in containers, but must be clearly labelled.

4. The evaluation by the jury

The jury consists of experts in the processing of chocolate who are active in pastry, chocolate, restaurant or catering industries or provide professional training.

The jury will assess each participant for:

- His/her chocolate showpiece **(30% of the points)**
- The "Mystery Box" assignment **(20% of the points)**
- The technical skills **(15% of the points)**
 - o 1/3 of the points for compliance with the competition rules
 - o 2/3 of the points for the craftsmanship
- the taste of the creations
 - o for the dipped pralines **(10% of the points)**
 - o for the moulded pralines **(10% of the points)**
 - o for the pastry **(15% of the points)**

5. Who wins?

- The contestant who obtains the highest total score will be awarded the title of **National "Chocolate Master 2009."**

The winner will enter the International Final where he/she will compete for the title of **"World Chocolate Master 2009."**

6. General conditions

- Each contestant creates all the realisations without help from third parties, by word of honour.
- If the competition rules are not followed for a certain creation, the jury may decide to disqualify that creation from the contestant's final score.
- The jury's decision is final and binding and no discussion or dispute about their evaluation can be entered into.
- The Organising Committee may change or adapt the rules, modify or cancel the competition at any time as may prove necessary, and undertakes to notify all registered participants of such changes immediately. Printing, spelling or any other errors cannot be used against the Organising Committee of the World Chocolate Masters.
- By participating in the World Chocolate Masters, each contestant automatically gives the Organising Committee of the World Chocolate Masters, Callebaut, Cacao Barry and Carma the right to publish his name, address and picture as well as to identify him as a contestant in this competition.
- The Organising Committee respects the confidentiality of all applications and will not publish or share them with third parties before an applicant is officially selected as a contestant for the World Chocolate Masters.
- All recipes and photographic material related to the World Chocolate Masters may be used for editorial or commercial publications by the press, the Organising Committee and the organising brands Callebaut, Cacao Barry and Carma. The Organising Committee will do their best to ensure that – in the event of any publication – the name of the author of the recipe will be mentioned in the relevant article or picture. Each participant relinquishes his rights to the intellectual properties of such publications. This includes that each contestant explicitly accepts that one or more publications about his participation can be arranged by the Organising Committee, Callebaut, Cacao Barry and Carma. He will voluntarily contribute to this, free of any charges.
- By participating in the World Chocolate Masters, the contestant confirms his complete acceptance of the current competition rules.

7. The Organizing Committee

The World Chocolate Masters is an organization of Barry Callebaut.

The Organising Committee can be contacted at the following address:

Barry Callebaut USA – World Chocolate Masters

600 West Chicago Avenue, Suite 860

Chicago, IL 60654

Direct: (312) 496-7334

Fax: (312) 329-7653

lauren_williams@barry-callebaut.com

www.worldchocolatemasters.com

All requests for information can be sent to this address or your local Barry Callebaut contact.