



AN INITIATIVE OF:



RULES FOR THE FINAL OF THE “WORLD CHOCOLATE MASTERS 2009”

1. Date and location of the finals of the “World Chocolate Masters”

The final will be held in Paris at “Salon du Chocolat Professionnel” from 14th until 16th October 2009. More information on this fair and entrance tickets are available on www.salonduchocolatprofessionnel.fr

2. What is expected from each finalist at the “World Chocolate Masters 2009”?

1. The recipes:

Before 1st September 2009, each contestant informs the Organising Committee **by e-mail to worldchocolatemasters@barry-callebaut.com**, of the **names and short descriptions** of all creations he will present at the competition.

For each creation the name, the category (e.g. moulded praline or dipped pralines), the most important ingredients and other characteristics must be specified. The pralines, chocolate pastry and dessert must be described in **max. 5 typed lines per item**, the large artistic chocolate showpiece and chocolate hat in max.10 typed lines.

On 13th October 2009, each finalist must present 25 copies of the book with all his recipes, as well as **1 digital copy on CD or USB key** (Word, Excel or PowerPoint file). The contestant's name must be clearly marked on each recipe book.

Each recipe must comprise the following elements:

- a detailed list of all ingredients
- a description of the working methods
- a picture and
- a cross-section or a schedule of the composition.

Important note : all recipes, explanations and descriptions must be supplied in English or French!

2. The theme:

- The theme to which the chocolate showpieces are to be imagined and worked out is “**Haute Couture**”. This theme can be interpreted freely.
- Both the **creative interpretation** of the theme and how clearly it is expressed in the realizations, will contribute towards the points awarded by the jury.



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3. The creations:

Each finalist is expected to produce the following items entirely in place and in front of the jury. He is free to repeat his creations from the national selection or part of them, or present totally new ones.

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

Each finalist must produce the following creations :

- chocolate pastry
- 2 types of pralines (1 moulded & 1 hand dipped)
- gastronomic chocolate dessert
- high fashion chocolate hat
- large artistic chocolate showpiece

3.1 Chocolate pastry

Each finalist has to make a layered cake, with a chocolate centre.

Quantity:

2 identical cakes for 8 people:

Composition:

The inside of the cake must contain enough chocolate or cocoa to give it a dominant chocolate taste.

Specifications:

The cakes must be **prepared and decorated entirely on location**. Only the sponge (biscuit or “génoise”) can be brought pre-baked. All other elements must be prepared during the competition day.

Each finalist is free to choose the shape and dimensions for his cakes.

Weight per cake: maximum 1 kg.

Presentation:

On gold cardboard (to be brought by the finalist)

The plates for tasting, are supplied by the Organising Committee.

3.2 Pralines / chocolate bonbons

Each finalist makes 2 different types of pralines.

Quantity:

minimum 40 pieces of each type

Composition:

1 praline must be **moulded**

1 praline must be **hand dipped**

Specifications:

The pralines must be prepared during the contest, except for the interior of the dipped praline, which can be made in advance. All different elements for the dipped praline can be brought, but the pralines must be dipped into chocolate by hand during the contest.

The finalist must bring all required moulds himself.

The recipe of the pralines must contain minimum 30% of chocolate or cocoa.

Max. weight per praline : 15g (decorations included).

Presentation:

The plates for tasting are supplied by the Organising Committee.



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3.3 Gastronomic chocolate dessert

Each finalist prepares a gastronomic dessert in which chocolate plays a major role.

Quantity: 6 portions

Specifications: The desserts must be **made entirely during the contest**.
The desserts must contain enough chocolate or cocoa to have a distinctive chocolate taste.

Presentation: **The finalist brings all plates, glasses or other presentation items for the desserts himself.** He is completely free to choose the presentation of his gastronomic dessert. **Both the presentation and the taste of the dessert will be judged.**

3.4 Small chocolate showpiece : “Haute Couture Chocolate Hat”

Each contestant transforms a hat into a genuine “Haute Couture Chocolate Hat”.

Quantity : 1 piece

Description of the hat : All contestants start with the same standard hat, made of fabric, provided by the Organising Committee. The contestants receive a design of the hat before the competition as well as a sample of the tissue of which the hat is made.

Dimensions : No limits in height, weight or dimensions.

Specifications : At the beginning of the competition, all contestants receive an identical hat that must be transformed into a genuine “Haute Couture” chocolate hat.

The contestant can bring the individual parts for the decorations and assembles them in place. No parts can be glued together before the contest!

All decorative elements must be made of chocolate and other cocoa derived products like coatings, plastic chocolate and cocoa beans. No other products are allowed for decoration (sugar, biscuits...).

Only colourings made of cocoa butter can be used, with the exception of edible gold, silver and copper colours & leaves.

The use of moulds is allowed to create decorations.

Chocolate hats containing prohibited elements will automatically be disqualified.

The Organising Committee provides standard dark, milk and white chocolate in chocolate melters.

Presentation : The “Haute Couture Chocolate Hat” must be displayed on a fixed standard that is supplied by the Organisation. It is not allowed to use any other background, base or other accessories (light, mirror etc) that is not made of chocolate and attached to the support.



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3.5 Creative Chocolate Showpiece

Each finalist assembles in place the chocolate parts he has prepared and brought along, into a **creative chocolate showpiece** that is related to the competition theme of “Haute Couture”.

Number: 1 item

Dimensions : **Base of 60 cm x 60 cm maximum. No part of the showpiece can extend over this base.**

The showpiece must be between 1 and 2 meters high. It will be displayed on a base that is provided by the Organising Committee.

Specifications: **Only the individual parts of the showpiece can be brought and must be assembled in place.** No parts can be glued together before the contest!

Structural elements made of 1 piece (e.g. a sculpted element) can be brought. Composed elements (e.g. a flower made of different leaves) cannot be brought as a whole, but has to be assembled in place (so the individual leaves should be brought instead).

- **All ingredients must be edible.** All non-edible materials must be removed before the end of the competition (e.g. plastic foil). For each non-removed item, 5% of the total score for the showpiece will be deducted.
- The showpiece must consist for **100% of chocolate and other cocoa deriving products.** Only colourings made of cocoa butter can be used, with the exception of edible gold, silver and copper colours & leaves.
- **On 14th October, at “Salon du Chocolat Professionnel”, the finalists install their showpieces in front of the jury, within 3 hours.** For the assembling of the showpieces, melted standard dark, milk and white chocolate will be available.

Important remarks:

1/ after setting up the showpiece, each contestant has to clear & clean his workspace within 45minutes. The technical jury will check the workspace as part of the global evaluation of the showpiece!

2/ Each contestant transports his own chocolate showpiece and takes full responsibility over this.

- It is **not allowed to use any hard materials for support** or other fortifying or decorative materials. The jury has the right to perforate the showpieces to check them. Pieces containing prohibited elements will automatically be disqualified.
- **Max. 50% of the surface of the showpiece can be sprayed** with a spray gun or airbrush.
- Each finalist has a display base of +/- 1m high at his/her disposal, that is supplied by the Organising Committee.
- The Chocolate Showpieces will be exhibited on a base that is supplied by the Organising Committee.
- The Chocolate Showpiece has to **be presented directly on the display base.** It is not allowed to use any other background, base or other accessories (light, mirror etc) that is not made of chocolate and part of the showpiece itself.

Presentation:



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3. Practical information

1. The time schedule of the finals:

- The time schedule below is indicative. All finalists will receive an individual timetable at the latest 2 months before the contest.
- All finalists have to attend the briefing together before the competition. They will be personally informed about the details.

Tuesday 13th October 2009

- 16:00h - 17:00h : Briefing for contestants
17:00h - 19:00h : All contestants deliver material at "Salon du Chocolat"
19:00h - 20:00h : Meeting with jury & contestants

Wednesday 14th October 2009 (3 work hours per contestant)

- 08:30h : Access to "Salon du Chocolat Professionnel" for group 1 contestants and jury
08:45h - 09:30h : Group 1 installs material in the work area
09:30h - 12:30h : Group 1 Assemble the chocolate showpieces
12:30h - 13:15h : Group 1 clear & clean the work area
Group 1 oral presentation of the showpiece (max 3 minutes per contestant)
Judging the showpieces of group 1
13:15h - 14:00h : Group 2 contestants install material in work area
14:00h - 17:00h : Group 2 Assemble the chocolate showpieces
17:00h - 17:45h : Group 2 clear & clean the work area
Group 2 oral presentation of the showpiece (max 3 minutes per contestant)
Judging the showpieces of group 2
17:45h - 18:30h : Group 1 contestants install material in workspace for 15th October

Thursday 15th October 2009 (8,5 work hours for group 1 contestants)

- 08:00h : Access to "SDC Professionnel" for group 1 contestants and jury
Checking of workspaces, equipment and ingredients by the technical jury.
08:30h : Start of the competition.
11:30h : Group 1 hands in the hand dipped pralines
12:00h - 12:30h : Tasting hand dipped pralines
13:45h : Group 1 hands in the pastry
14:00h - 15:30h : Tasting chocolate pastry
15:30h - 17:00h : Tasting desserts
17:00h : End of work period for group 1 contestants
Group 1 hands in the moulded pralines
Judging of the small chocolate showpieces
17:00h - 18:00h : Group 1 contestants clear & clean work area
17:15h - 17:45h : Tasting moulded pralines
18:00h - 18:45h : Group 2 contestants install material in work spaces for 16th October



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BARRY
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Friday 16th October 2009 (8,5 work hours for group 2 contestants)

06:30h :	Access to “SDC Professionnel” for group 2 contestants and jury Checking of workspaces, equipment and ingredients by the technical jury.
07:00h :	Start of the competition.
10:00h :	Group 2 hands in the hand dipped pralines
10:30h – 11:00h :	Tasting hand dipped pralines
12:15h :	Group 2 hands in the pastry
12:30h – 14:00h :	Tasting chocolate pastry
14:00h – 15:30h :	Tasting desserts
15:30h :	End of work period for group 2 contestants Group 2 hands in the moulded pralines Judging of the small chocolate showpieces
15:30h – 16:30h :	Group 2 contestants clear & clean work area
15:45h – 16:15h :	Tasting moulded pralines
17:00h – 17:30h :	Proclamation of results

Before their actual work period, the contestants have 45minutes to install their material into their personal workspace. After each work period, they have a strictly limited schedule to clear their material from the workspaces and to clean the space for the next contestant. After the showpiece, the contestant has 45 minutes, after the contest 60minutes. **The jury will inspect the workspaces carefully as part of the judging.** If a contestant fails to clear and clean the workspace in time, the jury will deduct a % of the total score, depending on the delay.



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2. Ingredients and equipment

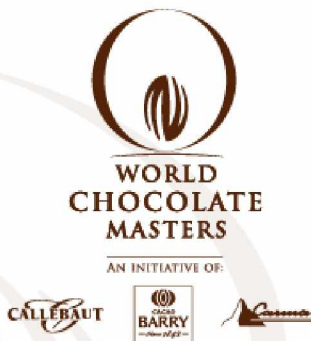
- **Only chocolate and other ingredients by Callebaut, Cacao Barry and Carma are allowed**, except for ingredients that are not available within their product ranges (sugar, fruits, cream...).
- **Products of Callebaut, Cacao Barry and Carma cannot be brought pre-weighed, but must be ordered from the Organising Committee before 1st September 2009.** Only full packs can be ordered and the correct product code must be specified for each product. On Tuesday 13th October, the finalists have access to the competition area, to unload their material & ingredients. They are then allowed to weigh the products they pre-ordered.

The chocolate can be melted during the preparation time (for group 1 on Wednesday 17:45-18:30h & for group 2 on Thursday 18:00-18:45h). Tempering should be done during the contest; it is absolutely not permitted to temper any chocolate before the competition starts.

- Before and after the contest, all material can be stored safely in cooled and non-cooled storage areas on the competition area. The contestant has to organise his material to be able to install or re-pack within the dedicated time.
- Participants must bring any other ingredients needed for the preparation of their creations themselves. Each ingredient must be stored in a **separate packaging or container**, labelled with a **neutral description** (e.g. cream 35%, not "Cream Brand X 35%").
- **Only basic ingredients** (butter, cream, alcohol etc) can be brought into the workspace. They can be pre-measured but not mixed or processed in advance. It is prohibited to use any finished products (e.g. marmalades, nougatine etc). Any ingredient that is not listed in a contestant's recipe book, cannot be used unless it is approved by the Organising Committee. In case of doubt, please contact the Organising Committee before the competition.
- The **sponges, génoises or other bases for the pastry** can be brought fully baked off.
- When the competition starts, **all ingredients must be cold**, with the exception of chocolate in the melting containers.
- The jury will carefully check all ingredients before the competition starts. Throughout the entire competition, the material and workspaces of all finalists will be checked.
- The following **equipment** will be at the disposal of the participants during the contest:
 - ◆ Refrigerator with trays (60x40 cm) - 60 cm height per person
 - ◆ Freezer (- 20 °C) & trays (60x40 cm) – 60 cm height per person
 - ◆ Blast freezers – 1 per 3 contestants
 - ◆ Carbo-ice can be ordered in advance (by 1st September 2009)
 - ◆ Guitare : 2pcs for common use
 - ◆ 1 induction stove top per contestant
 - ◆ 1 marble work tablet per person (150x90cm) per person
 - ◆ 1 stainless steel work surface (120x90 cm) per person
 - ◆ 1 shelf rack with 7 trays (60x40 cm) per person
 - ◆ 1 electric beater (stand mixer) per person
 - ◆ 1 microwave oven 700 Watt per person

The contestants must use the equipment carefully and repair any damage they might cause. For example if a wire of the praline cutter snaps, the contestant has to repair it before returning to his work space.

- The contestants must bring any other necessary **small equipment** (e.g. balance, bowls, whisks, spoons, knives etc). For your own convenience, please label all your personal equipment with your name.



- Approval must be obtained for all **electrical devices** that the participants wish to bring themselves, on the official form. Any requests must reach the Organisation before 1st September 2009.
- **For all tasting sessions, the plates & cutlery of the Organisation must be used, except for the dessert** (see point 3.3).
- For the **dessert**, each individual finalist **must bring the necessary plates and serving material**. He can either use the cutlery of the Organisation or bring his personal preference.

3. The evaluation by the jury

The jury will be composed internationally. Each represented country will invite 1 judge. The jury will assess each contestant for:

- **Chocolate Hat** (evaluated on 20% of the points)
 - ⇒ Aesthetic aspects, interpretation of competition theme, neatness & finishing
- **Large artistic chocolate showpiece** (evaluated on 30% of the points)
 - ⇒ Harmony and balance between different elements, aesthetic aspects, interpretation of competition theme, neatness & finishing
- **Taste of the creations** (evaluated on 50% of the points):
 - ⇒ taste, structure, size, flavour harmony or contrasts, appearance, originality of each creation
 - ⇒ 2 x 1/6 for the pralines, 1/3 for the pastry and 1/3 for the chocolate dessert

4. Who becomes the “World Chocolate Master 2009”?

The top-scoring finalist, i.e. with the highest total of points during the final, wins the competition and will be appointed **“World Chocolate Master 2009”**.

5. Prize Package for the “World Chocolate Masters 2009”?

A prize package with a total value of **€ 75.000** will be shared among the finalists at the “World Chocolate Masters 2009”. This package will comprise money as well as professional material and will be divided in proportion to the finalists’ ranking and the scores they achieve during the finals.

Also included in this total prize package are transport, hotel and catering for all finalists, throughout the entire final. For these elements, an average cost per participant will be calculated by dividing the total cost by the number of contestants.

- **The winner of the competition**, or **“World Chocolate Master 2009”**, wins a prize package of at least **€ 20.000** as well as this title.
 - ⇒ This prize package will include a trophy, travel, hotel and catering costs for his/her participation, prize money and gifts.
- The **second** one wins a package to the value of **€ 12.500**.
 - ⇒ This prize package will include travel, hotel and catering costs for his/her participation, prize money and gifts.
- The finalist who ends up **third**, wins a package to the value of at least **€ 6.500**.
 - ⇒ This prize package will include travel, hotel and catering costs for his/her participation, prize money and gifts.
- Separate trophies will be given for the **winning creations** : the best chocolate pastry, best chocolate praline, best chocolate dessert and the best chocolate showpiece. All of these will receive a gift valuing € 500.



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6. General conditions.

- Each contestant must create all the specified realizations in place and in front of the jury, without any help from third parties. The assistance of a commissioner can be asked while assembling the showpiece to support the different parts of the piece. Only the items that are clearly indicated as such, can be brought prepared to the contest (individual parts of the artistic chocolate showpiece & hat, interior for the dipped praline and pre-baked biscuit for the pastry).
- 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.
- Prizes are not exchangeable for money or other goods.
- By participating in the World Chocolate Masters, the contestant confirms his complete acceptance of the current competition rules.

7. Organising Committee

The World Chocolate Masters is an organisation of Barry Callebaut. The Organising Committee can be contacted at the following address :

Barry Callebaut Belgium – Chloé Gilbos
Aalstersestraat 122
9280 Lebbeke-Wieze
Belgium
Tel : +32 53 73 03 81 – Fax : +32 53 73 05 40
Email : worldchocolatemasters@barry-callebaut.com
www.worldchocolatemasters.com

All requests for information, as well as order forms for the finals, should be sent to this address.



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Annex 1 : Modifications in competition rules 2009 vs 2007

1. Creations to be made
 - a. Chocolate Masterpiece : no modifications
 - b. Pralines : no modifications
 - c. Pastry : no modifications
 - d. Dessert : no modifications
 - e. Small showpiece : “Haut Couture Chocolate Hat”
2. Evaluation by jury
 - a. Chocolate Hat : 20%
 - b. Chocolate Masterpiece : 30%
 - c. Taste : 50%

⇒ Judging of technical aspects is included in the scores per item
3. Recipe books : 25 pieces

Annex 2 : Overview of deadlines

1. By 1st September 2009
 - a. Description of each creation
 - b. Order of Callebaut, Cacao Barry & Carma products
!!! Full packagings only & correct product codes !!!
 - c. Requests for use of electronic equipment during finals
!!! Including specification on wattage & voltage !!!
 - d. Order of carbo-ice
 - e. Confirmation of personal travel arrangements to/from Paris
2. By 13th October 2009: Hand in recipes
 - a. 25 recipe books
 - b. 1 digital copy on CD or USB key