

WIN YOUR CHANCE TO SECURE A PLACE IN THE FINALS OF THE WORLD CHOCOLATE MASTERS



For all those professional pastry chefs or chocolatiers out there who want to take their creativity and talent to a wider audience, here's a fantastic opportunity to show off your skills on the international stage. Belgian chocolate producer Barry Callebaut is inviting you to enter yourself for the World Chocolate Masters 2005.

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The national heats to qualify for this new and exciting competition will take place at Restaurant Live at the Business Design Centre in Islington on October 12th 2004. The competition will be a great opportunity to showcase your technique in front of the panel of experts on the competition jury, as well as a chance to take a look at what others are creating with chocolate.

With this year's theme being Surrealism, there should be no end to what you can do with your ingredients, techniques and presentation. Just let your imagination run riot.

The seven finalists at last year's Belgian Chocolate Award, organised by Barry Callebaut, had their own opportunity to shine as they created pralines, desserts and chocolate showpieces to the theme of 'Mysteries of the Orient'. The winner and 'Laureate of Belgian Chocolate', Serge Alexandre, a patissier-chocolatier from Belgium said of the day of his victory: "I was brimming over with emotion. You are finally being given praise and recognition by the best in the business. And there is no way you can remain indifferent to that!"

Finalists from seven countries, including the United Kingdom, Spain and Iceland fought it out over a day of competition, with honours and cash prizes going to all the runners up and category winners. Each finalist walked away with at least €2000 worth of prizes, while the overall winner earned himself cash and prizes to a value of some €10,000.

This year's competition is going to be more prestigious than ever, as it has been formed from the merging of two important awards, the International Belgian Chocolate Award and the Grand Prix International de la Chocolaterie.

The World Chocolate Masters looks set to be a hotly-contested competition, with representatives from all over the world vying for a place in the international final at their country's national heats. The winner of the national heat on **October 12th** will be crowned **Chocolate Master 2004**, and will get the chance to enter the finals in Paris. Not only that, the Chocolate Master and the winner of the Chocolate Creativity Award 2004 will each get a share of the prize pot of €2500.



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To get in on this unique opportunity, get your application form and further information from Debbie Osborne on 07973 134632, or call Barry Callebaut on 01295 224700