



# MEET THE

Following the rigorous short-listing process, the scene is set for the thrilling UK final of the Callebaut World Chocolate Masters at this year's Restaurant Live on 12 October.

# FINALISTS

All four finalists have different backgrounds and experiences but share in their passion and enthusiasm for chocolate. Just one of them will be going on to represent the UK in the International Final of the Callebaut World Chocolate Masters which takes place in Paris early next year.



## JAVIER MERCADO

"I enjoy competitions. I think they're a great way to keep up with the latest trends in chocolate."



**Why did you enter the Callebaut World Chocolate Masters?**  
"I enjoy competitions. I think they're a great way to keep up with the latest trends in chocolate. Competitions like the Callebaut World Chocolate Masters keeps you on your toes creatively."

**Which skills of yours do you think the competition will highlight?**  
"My focus will be on creativity but in doing so I want the competition to really bring out the breadth of my skills."

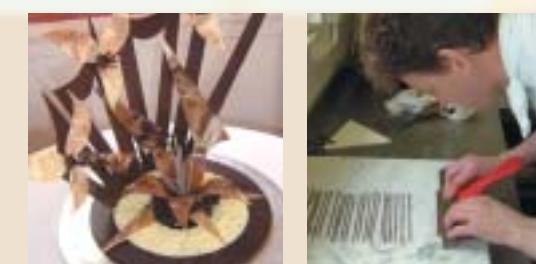
**Can taking part in the competition contribute to your future success?**  
"I've been lecturing at Westminster Kingsway College since January and I'm really enjoying it. It's very rewarding and participating is a great endorsement of what I'm trying to do here."

**JAVIER MERCADO**  
Javier Mercado qualified at Johnson & Wales University, Rhode Island, USA and gained experience in the USA before moving to the London.  
photographed at Westminster Kingsway College, 9 July 2004



## KEITH MARLEY

"It's a really prestigious competition and chocolate is a fantastic medium to work with"



**Why did you enter the Callebaut World Chocolate Masters?**  
"It's a really prestigious competition and chocolate is a fantastic medium to work with. I'm also looking forward to working alongside the other talented finalists at the competition in October."

**Which skills of yours do you think the competition will highlight?**  
"I hope to demonstrate a wide range of skills and techniques. I shall be looking to keep things simple, yet creative."

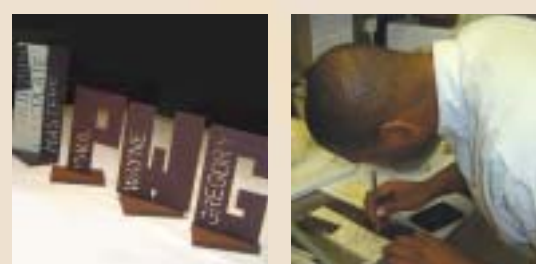
**Can taking part in the competition contribute to your future success?**  
"Yes. It's great for the reputation of La Potinière which is doing really well. I'd also like it to be a platform for me to pass on my knowledge and passion for chocolate to younger chefs."

**KEITH MARLEY**  
Keith Marley has studied in Slough and London and has further experience working in London before his move to Edinburgh.  
photographed at La Potinière, Gullane, nr Edinburgh, 13 July 2004



## PAUL GREGORY

"...it's exciting to be short-listed for such a high profile competition."



**Why did you enter the Callebaut World Chocolate Masters?**  
"I've just returned from working in Spain, where there's lots of exciting and creative chocolate work happening. I entered the competition as I'd like to be part of the team that will demonstrate the high standards we have here in the UK."

**Which skills of yours do you think the competition will highlight?**  
"I'm hoping that the competition will really stretch me and look forward to using a range of techniques."

**Can taking part in the competition contribute to your future success?**  
"I'm in the process of setting up my new chocolate business focusing on displays, petit fours and pralines. As such, it's exciting to be short-listed for such a high profile competition."

**PAUL GREGORY**  
Paul Gregory studied at Westminster College, London and has worked in Europe before moving back to London.  
photographed at The Connaught, 8 July 2004



## TONY HOYLE

"...the work that is happening here in the UK market is just as exciting and creative as on the continent."



**Why did you enter the Callebaut World Chocolate Masters?**  
"I think it's really important to show that the work that is happening here in the UK market is just as exciting and creative as on the continent."

**Which skills of yours do you think the competition will highlight?**  
"I want to demonstrate a really good understanding of chocolate in all its guises. It's a medium I'm very passionate about."

**Can taking part in the competition contribute to your future success?**  
"As Head Pastry Chef at The Grove, my team has been building a strong reputation over the last 12 months especially as all our morning goods, breads, pastries and chocolates are created on site. I'm sure that participating in the Callebaut World Chocolate Masters will help build it still further."

**TONY HOYLE**  
Tony Hoyle has international experience gained in the UK, France, USA and Australia and is currently working in Hertfordshire.  
photographed at The Grove, 12 July 2004



**SEE ALL FOUR FINALISTS IN ACTION ON 12 OCTOBER AT RESTAURANT LIVE.**