

World Chocolate Masters

In past years, Barry Callebaut organized separate competitions for professionals to promote our Callebaut and Cacao Barry brands. *The International Belgian Chocolate Award* featured Callebaut chocolate; *Le Grand Prix International de la Chocolaterie* featured Cacao Barry products. This year Gourmet & Specialties has introduced a new competition – the *World Chocolate Masters* – that combines the best elements of both prior events and emphasizes the combined strength of all our brands.

We are positioning the World Chocolate Masters as a premier event for the world's top chocolate

professionals. The competition will enable us to continue to attract top talents and future Ambassadors of our company and our brands.

This year, national pre-selection competitions for the World Chocolate Masters are being held in 16 countries all over the world. The most important evaluation criterion of these pre-selections is how contestants handle the “mystery box” challenge. They must create a praline with the ingredients they find in the mystery box within a time limit of two hours.

During the final, to be held in 2005, the best contestants from the 16 participating countries will

compete against each other. The winner of the final will be named World Chocolate Master 2005.

The central theme for the national pre-selections and the final is surrealism. We can be sure to expect some spectacular results in terms of design and creativity!

The ‘World Chocolate Masters’ is an event to watch out for...! (NDG)

Barry Callebaut Italia Chocolatier from Torino wins first national trophy



Fabrizio Galla and his creation

The first national pre-selection contest for the World Chocolate Masters (IV Trofeo Barry Callebaut Italia) was held past January in Rimini during Sigep, the most important Italian fair for pastry and ice cream.

The competing professionals had to create a chocolate sculpture that expressed the theme “20th Century: discoveries and happenings that changed the world.” The most popular subject? Genetics! This hot topic was presented in ingenious ways by many contestants.

The creator of the winning sculpture focused on technology. His chocolate sculpture included a telephone, television and computer and a representation of the first man walking on the moon. This original work gave Fabrizio Galla, a young restaurant owner from Torino, the score he needed to win the competition. He'll be the one to represent Italy in the World Chocolate Masters in Paris in 2005. At a gala following the competition, Fabrizio Galla received a trophy and a giant “symbolic ticket” to Paris from Giuseppe Nobile, Gourmet Sales Director of Barry Callebaut Italia, and Andrea Slitti, President of the Jury.

Knowing that only one candidate would be chosen to compete in the final competition made all the participants nervous – and excited. What really got the adrenalin running was working on the line, one next to the other, in front of the jury. An atmosphere of intense concentration, passion and collaboration prevailed throughout the competition.

The contestants had to make three chocolate cakes and 50 pralines of the same type, in addition to a sculpture. The real challenge was that, under the new contest rules, all the creations except the sculpture had to be made in front of the jury in just three hours.

The judges, who included Paul Wittamer and Marc Debailleul, two renown Belgian chocolatiers and other famous names in chocolate, were assigned to one of three groups:

The judges in the **artistic group** evaluated the sculptures. They considered the harmony of the shapes,

the originality of the work and how effectively it conveyed the required theme. Those in the **tasting group** did “blind” taste tests of the cakes and pralines. They did not know the identity of the creator of any delicacy they sampled. The judges in the **savoir faire group** evaluated the demonstrated skills and professionalism of the competitors.

A 12-minute video, recorded during the competition, captured some of the highlights of the event: the delivery of the sculptures, the creation of the pastry works, some stolen glances and consultation among the judges. Everyone was a star!

All the contestants demonstrated a passion for chocolate and a sincere desire to further develop their technical skills. All the judges were available the morning after the competition to answer questions and offer suggestions on how their creations could be improved.

Indeed Barry Callebaut Italia was busy conducting training during the entire fair, from 10:00 a.m. to 6:00 p.m. every day, under the Academy of Chocolate sign in the 600-sq m structure provided by Fiera di Rimini. We offered free courses to anyone wanting to learn more about chocolate and its applications. Beginners and experienced craftsmen could find solutions to their problems with tempering and preservation and also learn about new tastes and how to attract new customers.

Technical Advisors Philippe Bertrand and Philippe Vancayseele as well as Spanish chocolatier Francisco Torreblanca taught courses, gave demonstrations and demystified chocolate for hundreds of course participants and visitors. They made the training space look like a real pastry school! (VS)