



1. Presentation

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"**. This is a new, prestigious competition in which skills and creativity with chocolate are key.

Worldwide national selections for the "World Chocolate Masters 2005"

From May 2004 to April 2005, Barry Callebaut organises national selections for this new competition all over the world. In these selection rounds, chocolatiers and pastry chefs must compete against each other on a national scale.

The contestants have three clearly separated assignments. First, they must prepare in advance certain creations and present these, on the day of the competition to the jury. This first part consists of 2 different pralines, a chocolate cake and a chocolate showpiece. A professional jury will judge each creation on its aspect, flavour harmonies and technical implications.

The second part takes place in the "Mystery Box". In this fully equipped workspace, all contestants have at their disposal the same range of "Mystery" ingredients and equipment. Here, they have to create and prepare in front of the technical jury 'live' and within strict time limits one praline that fits within the competition theme. Moreover they prepare the decorations for the entremets they brought along. In this practical test the contestant is judged on his/her technical capacities and creativity.

The third part is a short oral presentation of all the contestant's creations to the jury.

The theme: Surrealism

Each contestant must express the competition theme in every creation he/she presents in his or her own manner. For the 2005 edition, the theme is "Surrealism". The creations that were brought along as well as the ones to be made in place must show this competition theme! It will of course be a real challenge to express this in both the recipes and the actual presentation of all these chocolate creations!

Rewarding the winners

The winner of a national contest will be granted the title of national **"Chocolate Master 2004"** for his/her country and wins a ticket to enter the finals of the World Chocolate Masters 2005. The best craftsmen from all over the world will compete there for the title of **"World Chocolate Master 2005"**.

Moreover, in each participating country one contestant can be awarded the national **"Chocolate Creativity Award 2004"**. These titles will undoubtedly be a substantial commercial asset towards the winners' customers!

What's in it for the contestants?

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

And then there is of course also an impressive prize package: on a national level a prize pot of € 2500 will be divided among the national "Chocolate Master 2004" and the winner of the national "Chocolate Creativity Award 2004". At the finals no less than € 75.000 will be divided among the finalists!



2. The National Competitions

1. How to register for the 2004 UK national heats of the World Chocolate Masters?

1. Send in the official application form

Complete the enclosed **registration form** and send to the address mentioned. Please provide all of the information requested, 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 if possible

- 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 made in the past.

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 2004 national selection rounds of the "World Chocolate Masters 2005". It does not contribute to the evaluation of your creations by the jury during your participation in the competition itself.

3. Confirmation

Everyone applying for participation in the 2004 national selections of the "World Chocolate Masters", will be informed on his/her admittance by the Organising Committee in writing no later than 1 month before the competition.

4. Rules

Enclosed you will find the complete regulations for participation in the national selection for the "World Chocolate Masters 2005". By entering, you declare your full acceptance of all the rules defined in these regulations.

2. Regulations

2.1. Who can participate in the 2004 national selections for the "World Chocolate Masters"?

Anyone who meets the following three criteria can apply for participation in for this competition.

1. Occupation

All entrants must be employed as a chocolatier or pastry chef.

2. Nationality

Entrants must have the nationality of the country for which they apply, or have resided and worked there officially for at least 1 year.

3. Age

Contestants must be born before 1st January 1983.



2.2. What is expected from each contestant at the national selections for the "World Chocolate Masters 2005"?

1. The recipes

At least 20 days prior to the national competition, each contestant provides the Organising Committee – in written - with the names and short descriptions of both pralines, the entremets and the showpiece he/she will present at the competition. Please provide per creation the name, the most important ingredients and other characteristics in max. 10 typed lines.

On the day of the competition, each contestant must present 10 copies of the recipes of all the creations he/she will present to the jury, as well as 1 digital copy (diskette for PC or CD-Rom). Every recipe must comprise a detailed list of ingredients, a description of the working methods and a cross-section or a schedule of the composition.

2. The theme: Surrealism

- The theme to which each of these realisations is to be imagined and worked out is "Surrealism". This theme, which originates from fine arts, can be interpreted freely. This means that both "abstract" and "figurative" approaches are an option, in the contestant's most personal interpretation. The contestant can search for inspiration in existing artworks, or create his/her own interpretation. It is advisable to express this theme in both the shape and taste of each creation – or in a combination of both.

- Each contestant can freely interpret this theme, both in his/her choice of ingredients for the recipes and in the design of his/her realisations.

- The creative interpretation of the theme and its recognisability in the realisations will both contribute towards the points awarded to them by the jury.

3. The creations

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

3.1 To be brought along

Each contestant brings the following creations on the day of the national competition. All of these are made, by word of honour, solely and personally by the contestant.

It is not allowed to mark any of the contestant's creations with his/her name or any other name or brand indications (e.g. logo).

3.1.1 Chocolate cakes

Each contestant will bring a chocolate cake

Quantity: 3 identical cakes for 8 people

Composition: The cake must have a dominant chocolate taste

Specifications: The cakes are brought along entirely prepared, though not decorated. In place the decoration must be made and put on the cakes (see 3.1.3).

The shape and dimensions can be chosen freely by the contestants.

Weight per cake: maximum 1 kg.

Presentation: - 1 to 2 cakes will be presented to the jury for tasting

- 1 will be presented to the press and public for photography until the end of the competition.

On gold cardboard (to be brought by the contestant).

Each contestant slices his/her cakes in the required number of portions and dresses them onto the plates (provided by the Organisation) while working in the Mystery Box. The Organising Committee serves the tasting jury.



3.1.2 Chocolates/Pralines

Each contestant will bring two different original and creative pralines.

Quantity: minimum 50 pieces of each type

Specifications: The pralines must be brought entirely ready

1 praline is exceptionally creative and innovative in both shape and taste

1 praline is more commercial

Both pralines must clearly reflect the competition theme.

All types and shapes are allowed.

Maximum weight per praline: 15g.

Presentation: 10 pieces of each type need to be presented on the chocolate showpiece the contestant has brought along (see below).

The remaining pralines will be tasted and judged by the tasting jury. These have to be handed to the Organising Committee when the competition starts.

3.1.3 Chocolate showpiece

Each contestant brings a showpiece that clearly expresses the competition theme.

Number: 1 piece

Dimensions of base: 40 cm x 40 cm maximum

Specifications: All ingredients must be edible.

The showpiece consists for 100% of chocolate and other cocoa deriving products.

Only colourings made of cocoa butter can be used.

It is not allowed to use any hard materials for support or other fortifying or decorative materials. These include a/o the following:

- Dragee filling (pastillage)
- Glue products or glue gun
- Varnish

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

The showpiece can be assembled in place within 1 hour. The Organising Committee will provide tempered dark, milk and white chocolate.

Presentation The showpiece must be placed on a base provided by Barry Callebaut. It is **not** allowed to use a supplementary base or background that is not made of chocolate or which is not part of the showpiece itself.

On the chocolate showpiece, the contestant presents 10 pralines of each type.

All creations must clearly constitute one unity.

3.2 To be created in place

Each contestant prepares two creations in the "Mystery Box". This "Mystery Box" is a workspace that is fully equipped for chocolate working.

Moreover, each contestant will have an identical set of "Mystery" ingredients at his/her disposal to prepare within 2 hours 1 original praline and the decoration for his/her chocolate cakes.

The participant must prepare these creations solely with the material and ingredients that have been provided by the Organisation inside the Box. The contestant must bring only the following material:

- small working material (knives, scrapers, bowls, transfer foil etc)
- professional clothing: white jacket without brand logos. Barry Callebaut will provide a chef hat.



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

For the practical part, different kinds and types of chocolate will be available melted, but not tempered! Callets/pistols/coins will be available.

3.2.1 Decoration for the entremets

On the day of the competition, each contestant prepares the decoration for the chocolate cakes he/she brought along.

Number : 3 identical cakes

Specifications : The decorations must be entirely prepared in the "Mystery Box" with the ingredients and materials that are provided by the Organising Committee. The decorations must clearly reflect the competition theme, either by themselves, or in combination with the entremets, shapes, ingredients etc.

3.2.2 One "Mystery" praline

Quantity : minimum 20 pcs

Specifications : These pralines are entirely created and prepared in the Mystery Box only with the ingredients and materials that are provided by the Organising Committee. All techniques and methods are allowed.

A creative interpretation of the theme will be highly encouraged.

3.3 Presentation of all creations to the technical jury

Every contestant has to present in a brief way all his/her creations to the technical jury. The most important issues to discuss are his/her sources of inspiration, the techniques that were used etc. The purpose of this part of the competition is to evaluate the motivation of the contestants and their working methods.

The tasting jury will be informed on the different pralines and entremets via the short descriptions that the contestants have sent to the Organisation before the competition. The Organising Committee informs the tasting jury in order to guarantee neutrality as much as possible.



2.3. Practical details

1. Date and location for the national competition

- The UK national contest takes place on 12th October

2. Time schedule

- All realisations under 3.1 must be brought along entirely finished on the day of the national competition, except for the decoration on the chocolate entremets.

- Indicative time schedule of the national competition day

10:00h	Presence of all contestants and technical jury Official welcoming of contestants and judges by the Head of the National Jury
10:15h-11:00h :	Tasting of the pralines by the tasting jury
10:30h-11:30h	Assembling the chocolate showpieces.
11:45h-12:15h :	Oral presentation of the pralines and showpieces to the technical jury (5-10 minutes/contestant) Cutting the chocolate cakes by the contestants
12:15h-12:45h :	Tasting of the chocolate cakes by the tasting jury. Judging of the showpieces by the technical jury. Clearing all ingredients from their work spaces by the contestants
12:45h-14:30h :	“Mystery Box” work for the contestants
14:30h-14:45h :	Tasting of Mystery Pralines by the tasting jury
14:45h-15:30h :	Presentation of the Mystery pralines & cakes to the technical jury (max.5 minutes/contestant) Cleaning of the workspace by contestants.
16:00h :	Proclamation of the results.

- Each contestant receives a personal work schedule before the start of the competition. This may differ from the one above.
- If a high number of entrants makes it necessary to organise more than one competition round or day, the contestant with the highest score who will go on to the final will be announced on the last day of the national competition.

3. Ingredients and equipment

- Only chocolate and other ingredients from the brands Callebaut, Cacao Barry and Carma are allowed, except for ingredients that are not available within these product ranges (sugar, fruits, cream...).



2.4. 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 and/or provide professional training.
- The jury will assess each participant for:
 - his/her technical skill **(40% of the marks)**:
 - = the professionalism in the contestant's work and creations (15%)
 - = the finished creations : aspect and originality in shapes, structures and composition (15%)
 - = the contestant's work in the Mystery Box (10%)
 - his/her artistic chocolate showpiece, including the harmony between the different elements that are incorporated **(30%)**
 - the taste of each of his/her creations **(30%)**

2.5 What is there to win?

- The contestant who obtains the highest total score in his/her country, will be awarded the title of **national "Chocolate Master 2004"**. Winning this title also includes an entry for the international finals where he/she will compete for the title of **"World Chocolate Master 2005"**.
The journey to and residence during the competition will be offered to all finalists as part of the prize package of at least € 75.000 that will be distributed among them (for more details, please check the regulations for the finals).
- The contestant who has shown most creativity with chocolate will be awarded the **national "Chocolate Creativity Award 2004"**.
- A prize pot of **€ 2500** will be distributed between the "Chocolate Master 2004" and the winner of the "Chocolate Creativity Award 2004" of the national competition. Moreover, all contestants will receive a chocolate gift valuing **€ 250**.

2.6. General conditions

- Each contestant must create all the realisations without help from third parties.
- 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 at any time as may prove necessary, and undertakes to notify all registered participants of such changes by registered letter 10 days in advance.
- The recipes and photographic material may be used for editorial or commercial publications by the press, the Organising Committee or Barry Callebaut. 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/her rights to the intellectual properties of such publications.



Appendix 1 : Application form

First name:
Last name:
Date of birth: Gender: M / F
Nationality(*):
Personal Address:
Zip/Postal code: City:
Country:
Tel: Mobile :
Fax: E-mail :

Diplomas/degrees you have attained:

Please list below any Degrees or Diplomas you have already attained.

Diplomas/Degrees: Year Name of college/establishment Location

.....

Professional experience:

Please describe below where you have gained work experience. In each case, please provide the name of the employer or institution involved.

Position: Year Name of employer/institute Location

.....

Awards and competitions:

Have you ever participated in any other professional competitions? Please list these below. Please also list any titles you have won in these competitions.

Name of competition: Year Location Titles or ranks achieved:

.....

Your motivation:

What is the most important reason why you wish to participate in the World Chocolate Masters 2005?

What do you want to achieve by participating?

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Please do not forget to include the following when sending us this application form:

- a recipe for a chocolate entremet that you have created
- a recipe for a praline that you have created.
- a picture of a previously realised artistic presentation piece.

After being checked by the jury, your participation will be confirmed at least 1 month before the competition.

() In case you have a nationality different from the country for which you apply to participate, please enclose a proof of residence of at least 1 year.*