

RULES FOR THE FINAL OF THE "WORLD CHOCOLATE MASTERS 2005"

1. Who can participate in the final of the "World Chocolate Masters 2005"?

All finalists of the World Chocolate Masters 2005, must have won their national preliminary contest. Barry Callebaut will inform all finalists of their acceptance at the latest 4 months before the world finals.

2. Date and location of the finals of the "World Chocolate Masters 2005"

The final will be held in Paris at "Salon du Chocolat" and at Ecole Lenôtre in Plaisir, on 21st and 22nd October 2005. All showpieces will be exhibited to the public at Salon du Chocolat until 25th October 2005.

More information on these locations is available on www.salonduchocolat.fr and www.lenotre.fr

3. What is expected from each finalist at the "World Chocolate Masters 2005"?

1. The recipes:

At least 30 days prior to the finals (i.e. by 20th September 2005 at the latest), each contestant informs the Organising Committee **by e-mail to worldchocolatemasters@barry-callebaut.com**, of the **names and short descriptions** of both pralines, the chocolate pastry and the dessert he/she will present at the competition. Per creation, the name, the category (eg moulded praline or dipped pralines), the most important ingredients and other characteristics must be specified **in max. 5 typed lines**.

The large artistic chocolate showpiece and the small chocolate showpiece, must be described and explained in max.10 typed lines.

On the 1st day of the contest, each finalist must present 20 copies of the recipes of all the creations he/she will present to the jury, as well as **1 digital copy on CD-Rom** (Word, Excel or PowerPoint file).

Every 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 each of the realizations that are specified below, 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 surrealism" 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 the competition theme in both the shape and taste of each creation – or in a combination of both.

- Each contestant can freely interpret the competition theme, both in his/her choice of ingredients for the recipes and in the design of his/her realizations.
- Both the **creative interpretation** of the theme and how clearly this is expressed in the realizations, will contribute towards the points awarded by the jury.

3. The creations:

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

The competition theme must be expressed in all creations that are presented at the finals.

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 enrobed)
- gastronomic chocolate dessert
- small chocolate showpiece
- 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 the cake a dominant chocolate taste.

Specifications:

The cakes must be **prepared and decorated entirely on location**. Only the sponge or other base can be brought prebaked. All other elements must be prepared during the competition day.

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

Weight per cake: maximum 1 kg.

Presentation:

On gold cardboard (to be brought by the finalist)

- 1 will be presented to the jury for tasting
 - 1 will be used for presentation to the press, photographers...
- The technical jury will **slice the cakes** into the required number of portions and dress them on the plates.

The plates to be used 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 enrobed**

Specifications:

The pralines must be prepared on location, except for the interior of the dipped praline, which can be made in advance. However, the interior must be cut and enrobed by hand during the contest,

on 22nd October. A filling cutter (guitare) will be available at the contest.

The finalist must bring all required moulds himself.

The recipe of each praline must contain minimum 30% of chocolate.

Max. weight of the pralines : 15g (decorations included).

Presentation:

- 35 pieces of each type will be presented to the jury for tasting
- 5 pieces will be presented to the press for photography.
- 5-10 pieces of each type must be presented **in the contestant's chocolate showpiece** (see 3.4). These must be **brought completely finished from home**, or made during the preparation time in Paris.

3.3 Gastronomic chocolate dessert

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

Quantity: 9 portions

Specifications:

The desserts must be **fully prepared on location**.

The desserts must contain enough chocolate or cocoa to have a distinctive chocolate taste.

Presentation:

- **The finalists bring all plates or other presentation items for the desserts themselves.** They are completely free to choose the presentation of their gastronomic dessert. **Both the presentation and the taste of each dessert will be judged.**
- 8 plates will be served to the jury for tasting
- 1 plate will be photographed

3.4 Small chocolate showpiece

Each finalist prepares a small showpiece in chocolate, related to the competition theme.

Quantity : 1 piece

Dimensions : **No limits in height or dimensions**

Specifications : **Weight : 400g**

The weight can vary 10% (360g to 440g)

Presentation :

- This showpiece must be made entirely in place during the contest.
- This 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.
- The commercial showpiece has to be **presented on a base that the contestant brings along**. This base does not have to be edible. The showpiece cannot be glued to the base, as it will be weighed by the jury.

3.5 Creative Chocolate Showpiece

Each finalist makes a **creative chocolate showpiece** related to the competition theme.

Number: 1 item

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

Specifications:

The contestant can choose the height freely, with a **maximum of 1,5m**. No minimum height is required.

- **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.
- Before the contest, the finalists can have access to a fully equipped work area in or around Paris to prepare their showpieces, but are also allowed to bring parts or a finished showpiece pieces from home. **All parts can be assembled**, finished, coloured and/or decorated in advance.
- **On Friday 21st October, at Salon du Chocolat, the finalists install their showpieces in front of the technical jury, within 3 hours.** At the booth at Salon du Chocolat, dark, milk and white chocolate will be available.

Important remark : *it will not be possible to create any elements at Salon du Chocolat. Only assembling and finishing are allowed and possible there!*

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.

Presentation:

- **5-10 pralines of each type must be incorporated** into the Showpiece. These must be brought fully prepared from home and must be identical to the ones that will be presented during the contest.
- The Chocolate Showpieces will be exhibited in a transparent vitrine 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.

4. Practical information

1. The time schedule of the finals:

- All finalists have to attend a last briefing together before the competition. They will be personally informed about the details.
- The finals take 2 days, with a total work period of 13 hours.
- Planning:

Wednesday 19th & Thursday 20th October 2005

08:00h - 18:00h : Free access to professional schools for preparation.

Friday 21st October 2005 (3 work hours)

6:00h – 13:00h : Access to schools to prepare the showpieces for transport & installing the personal work spaces at Lenôtre School
 13:30h : Access to Salon du Chocolat
 14:00h – 17:00h : Assembling the chocolate showpieces at Salon du Chocolat
 18:30h – 19:30h : Judging of the showpieces (jury 1)
 20:00h – 21:30h : Inauguration ceremony at Salon du Chocolat

Saturday 22nd October 2005 (10 work hours)

5:00h : Access to Lenôtre School for contestants and jury
 5:30h – 6:00h : Checking of workspaces, equipment and ingredients by the jury.
 6:00h : Start of the competition.
 8:30h – 10:00h : Tasting of hand enrobed pralines (jury 1)
 10:30h – 12:45h : Tasting of desserts (jury 2)
 13:30h – 15:45h : Tasting of the chocolate pastry (jury 2)
 16:00h : End of the total work period.
 Judging of the contestants' work (jury 1)
 Judging of the small chocolate showpieces (jury 2)
 16:30h – 18:00h : Tasting of the moulded pralines (jury 1)
 16:00h – 18:00h : Clearing the work spaces
 20:30h : Proclamation of the results

This time schedule is indicative. All finalists will receive an individual timetable at the latest 2 months before the contest.

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 in advance** through the order form, before 31st August 2005 on the official order form. On Friday 21st October, the finalists have access to their competition workspaces, to range their material & ingredients. They are then allowed to weigh the products they pre-ordered and to melt chocolate, but not to temper it. It is absolutely not permitted to temper any chocolate before the competition starts.
After this preparation period, the contestants go to Salon du Chocolat with their showpieces.
- 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%"). The Organising Committee can organise certain ingredients for the contestants like butter, cream, milk, sugar, eggs... Any finalist who wishes to have these can order them through the official order form by 31st August 2005.
- **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. No finished products are allowed to be used (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 or bases for the pastry** must be brought fully baked off.
- When the competition starts, **all ingredients must be cold**, with the exception of chocolate in the melting containers.
- All ingredients will be subjected to strict checking before the competition starts. During the entire competition, the material and work spaces of all finalists will be checked.
- The following **equipment** will be at the disposal of the participants throughout the competition:
 - ◆ Refrigerator with trays (60x40 cm) - 70 cm height per person
 - ◆ Freezer (- 20 °C) & trays (60x40 cm) – 60 cm height per person
 - ◆ Blast freezers or carbo ice
 - ◆ 1 étuve (heat chamber) for common use
 - ◆ 1 filling cutter (guitare) for 4 people
 - ◆ 1 induction or gas stove top per person + 2 suitable utensils
 - ◆ 1 marble work tablet per person
 - ◆ 1 stainless steel work surface (+/-120x75 cm) per person
 - ◆ 1 speed rack with trays (60x40 cm) per person
 - ◆ 1 electric beater (stand mixer) & attachments per person
 - ◆ 1 microwave oven 700 Watt per person
- Any other necessary **small equipment** (e.g. bowls, whisks, spoons, knives etc) should be brought by the candidate him or herself. For your own convenience, please label all your personal equipment.
- 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 by 31st August 2005.
- **For all tasting sessions, the plates & cutlery of the Organisation must be used, except for the dessert** (see point 2.3).

- For the **dessert**, each individual finalist **must bring the necessary plates and serving material**. He/she can either use the cutlery of the Organisation (samples available 2 months before the competition) or bring his/her 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:
 - **the technical skills** (evaluated on 8x20points or 14,3% of the points):
 - ⇒ his/her professionalism, organisation of work and materials, general hygiene at work, recipe book
 - **the small chocolate showpiece** (evaluated on 8x20points or 14,3% of the points)
 - ⇒ Aesthetic aspects, interpretation of competition theme, neatness & finishing
 - **the artistic chocolate showpiece** (evaluated on 16x20points or 28,6% of the points)
 - ⇒ Harmony and balance between different elements, presentation of pralines, aesthetic aspects, interpretation of competition theme, neatness & finishing
 - **the taste of the creations** (evaluated on 8x60 points or 42,8% of the points):
 - ⇒ taste, structure, size, flavour harmony or contrasts, appearance, originality of each creation
 - ⇒ 8x20 points for the chocolate bonbons, 8x20 points for the pastry and 8x20 points for the chocolate dessert

4. Who becomes the "World Chocolate Master 2005"?

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 2005**".

5. Prize Package for the "World Chocolate Masters 2005"?

A prize package with a total value of **€ 75.000** will be shared among the finalists at the "World Chocolate Masters 2005". 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 2005**", 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 Awards will be given for the **winning creations** : the best chocolate pastry, praline, gastronomic dessert, commercial showpiece and the artistic chocolate showpiece. All of these will receive a gift valuing € 500.
- A special **Press Award** will be handed out , with a value of € 500.

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 (artistic chocolate showpiece, interior for the dipped praline and pre-baked base for the pastry).
- 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 letter at least 30 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.

7. Organising Committee

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

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