



RULES FOR THE FINAL OF THE “WORLD CHOCOLATE MASTERS 2011”

1. Date and location of the final of the “World Chocolate Masters”

The final will be held in Paris at “Salon du Chocolat Professionnel” from **19th until 21st October 2011**. More information on this fair on www.salonduchocolat.fr

2. What is expected from each contestant at the “World Chocolate Masters 2011”?

1. The recipes

Before the 1st September 2011, each contestant informs the Organising Committee **by e-mail: worldchocolatemasters@barry-callebaut.com** the **names and short descriptions** of all creations he/she will present at the competition.

For each creation the name, the category (e.g. moulded praline or hand dipped praline), the most important ingredients and other characteristics must be specified. The pralines, chocolate pastry and the gastronomic chocolate dessert must be described in **max. 5 typed lines per item**, the large artistic chocolate showpiece and the Aztec necklace in **max. 10 typed lines per item**.

On 19th October 2011, each contestant must present 30 copies of the book with all his or her recipes, as well as **1 digital copy on USB key**. Text in a word document and the photo's as a jpg file.

The contestant's name must be clearly marked on each recipe book.

Each recipe must comprise the following elements:

- a detailed list of all ingredients
- a description of the working methods
- a picture or drawing
- 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 the chocolate showpieces are to be imagined and worked out is **“Cocoa, Quetzalcoatl's gift”**. This theme can be interpreted freely.

Both the **creative interpretation** of the theme and how clearly it is expressed in the realizations, will contribute towards the points awarded by the jury.

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3. The creations

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

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

Each contestant must produce the following creations:

- a large artistic chocolate showpiece
- a hand dipped praline
- a chocolate pastry
- a gastronomic chocolate dessert
- a chocolate Aztec necklace
- a moulded praline

3.1 Large artistic chocolate showpiece

Each contestant assembles in place the chocolate parts he/she has prepared and brought along, into a large artistic chocolate showpiece that is related to the competition theme “Cocoa, Quetzalcoatl’s gift”.

Quantity : **1 item**

Dimensions : The showpiece must be between 1 and 2 meters high (excl. base). It will be displayed on a black base of 60 cm x 60 cm x 10 cm height (which is supplied by the Organising Committee). **No part of the showpiece can extend over this base.**

Specifications : **Only the individual parts of the showpiece can be brought and must be assembled in place.** No parts can be glued together before the contest.

Structural elements made of 1 piece (e.g. a sculpted element) can be brought. Composed elements (e.g. a flower made of different leaves) cannot be brought as a whole, but has to be assembled in place (so the individual leaves should be brought instead).

Important note: if moulds have been used for a part, these moulds have to be brought to the competition.

- **All ingredients must be edible.** All non-edible materials must be removed before the judging (e.g. plastic foil). For each non-removed item, 5% of the total score for the showpiece will be deducted.

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- The showpiece must consist of **100% of chocolate and other cocoa derived products**. Only colourings made of cocoa butter can be used, with the exception of edible gold, silver and copper colours & leaves.
- Only **50% of the showpiece** itself can be sprayed.
- The contestants install their showpieces in front of the jury, **within 3 hours**.
- For the assembling of the showpieces, standard dark, milk and white **pre-crystallized chocolate will be available**.

Important note: all contestants are allowed to use the Selmi automatic tempering machines provided by the Organising Committee.

The chocolate will be tempered, however the contestant is responsible to control the perfect pre-crystallization of the chocolate.

- Important remarks:
- After setting up the showpiece, each contestant has to clear & clean his/her workspace within 45 minutes. The technical jury will check the workspace as part of the global evaluation of the showpiece.
 - Each contestant transports his/her own chocolate showpiece with the help of 1 assistant and takes full responsibility over this. The chocolate showpiece will be judged in the workspace before moving to a display area where it can be viewed by the visitors.
 - 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.
 - If a large part of the showpiece should be glued, the contestant can be assisted by 1 person. The assistant can help **only 1 time** during the assembling of the showpiece and this has to be

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requested in advance to the jury. The assistant is only allowed to hold the large part of the showpiece.

Presentation: Each contestant has a display base of 60 cm x 60 cm x 10 cm height at his/her disposal for his/her showpiece, which is supplied by the Organising Committee. It is not allowed to use any other base.

3.2. Hand dipped pralines

Each contestant has to make hand dipped pralines.

Quantity: minimum 48 pieces

Specifications: The pralines must be prepared during the contest, **except for the interior, which can be made and cut in advance**. All pralines must be dipped in chocolate and decorated by hand during the contest.

The recipe of the pralines must contain minimum 30% of chocolate or cocoa.

Max. weight per praline : **15 g (including decorations)**.

Important note: for this task the contestant has to temper the chocolate him/herself and he/she is not allowed to use the automatic tempering machines.

Presentation: The plates for tasting are supplied by the Organising Committee.

3.3 Chocolate pastry

Each contestant has to make a chocolate layered cake.

Quantity: 2 identical cakes for 8 people

Composition: The inside of the cake must contain enough chocolate or cocoa to give it a dominant chocolate taste.

Specifications: The cakes must be **prepared and decorated entirely on location. Only the sponge (biscuit , génoise, crumble) can be brought pre-baked**. All other elements must be prepared during the competition day.

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

Weight per cake: **maximum 1,2 kg (including gold cardboard base and decorations).**

Presentation: On cardboard (to be brought by the contestant, free of choice)
The plates for tasting, are supplied by the Organising Committee.

3.4 Gastronomic chocolate dessert

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

Quantity: **6 portions**

Specifications: The desserts must be **made entirely during the contest.**
The desserts must contain enough chocolate or cocoa to have a distinctive chocolate taste.

Presentation: The contestant brings his/her own plates, cutlery, glasses or other presentation items for the desserts. He/she is completely free to choose the presentation of his/her gastronomic chocolate dessert.
Both the presentation and the taste of the dessert will be judged.

3.5 Chocolate Aztec necklace

Each contestant has to create a chocolate Aztec necklace.

Quantity : **1 piece**

Dimensions : No limits in height, weight or dimensions.

Specifications : Only the individual parts of the necklace can be brought and **must be assembled in place.** No parts can be glued together before the contest.

It has to be made entirely out of chocolate.

It must be inspired by the theme **“Cocoa, Quetzalcoatl’s gift”.**

All decorative elements **must be made of chocolate and other cocoa derived products** like coatings, plastic chocolate, cocoa beans. No other products are allowed for decoration (sugar, biscuits...).

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Only **colourings made of cocoa butter** can be used, with the exception of edible gold, silver and copper colours & leaves.

The use of moulds is allowed.

Chocolate necklaces containing prohibited elements will automatically be disqualified.

Presentation : 4 months before the competition each contestant will receive a bust which he/she can use for practise. At the beginning of the competition each contestant will receive a new identical bust. The “Chocolate Aztec Necklace” must be presented on this bust provided by the Organising Committee. It is not allowed to use any other support or to change or colour the bust.

3.6. Moulded pralines

Each contestant has to make moulded pralines.

Quantity: **minimum 48 pieces**

Specifications: The pralines must be **entirely prepared during the contest**.
The contestant must bring his or her **own mould**.
The recipe of the pralines must contain minimum 30% of chocolate or cocoa.
Max. weight per praline : **15 g (including decorations)**.

Presentation: The plates for tasting are supplied by the Organising Committee.
Important note: all contestants are allowed to use the Selmi automatic tempering machines provided by the Organising Committee.
The chocolate will be tempered, however the contestant is responsible to control the perfect pre-crystallization of the chocolate.

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3. Practical information

1. The time schedules of the World Final

The time schedules below are indicative. All contestants will receive an individual timetable at the latest 2 months before the contest.

All contestants have to attend the briefing together before the competition. They will be personally informed about the details.

Tuesday 18th October 2011

14 h 00 – 15 h 00	Briefing for contestants
15 h 00 – 17 h 00	All contestants deliver material at “Salon du Chocolat Professionnel”
18 h 00 – 19 h 00	Meeting with jury & contestants
19 h 00	Rehearsal proclamation

Wednesday 19th October 2011

(3 work hours per contestant)

Group 1

08 h 30	Access to “Salon du Chocolat Professionnel” for contestants group 1 and jury
08 h 45 – 09 h 30	Installation of material in the work area
09 h 30 – 12 h 30	Assembling of the chocolate showpieces
12 h 30 – 13 h 15	Clearing & cleaning of the work area
	Presentation of the showpiece (max. 3 minutes/contestant)
	Judging of showpieces

Group 2

13 h 15 – 14 h 00	Installation of material in work area
14 h 00 – 17 h 00	Assembling of the chocolate showpieces
17 h 00 – 17 h 45	Clearing & cleaning of the work area
	Presentation of the showpiece (max. 3 minutes/contestant)
	Judging of showpieces

Group 1

17 h 45h – 18 h 30	Installation of material in workspace for 20 th October
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Thursday 20th October 2011

(8,5 work hours for contestants group 1)

Group 1

08 h 00	Access to “SDC Professionnel” for contestants group 1 and jury Checking of workspaces, equipment and ingredients by the technical jury.
08 h 30	Start of the competition
12 h 00	Tasting hand dipped pralines
14 h 00	Tasting chocolate pastry
15 h 30	Tasting gastronomic chocolate desserts
17 h 00	End of work period for group 1 Judging of the Aztec necklace
17 h 00 – 18 h 00	Clearing & cleaning of work area
17 h 15 – 17 h 45	Tasting moulded pralines

Group 2

18 h 00 – 18 h 45	Installation of material in work spaces for 21 st October
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Friday 21st October 2011

(8,5 work hours for contestants group 2)

06 h 30	Access to “SDC Professionnel” for contestants group 2 and jury. Checking of workspaces, equipment and ingredients by the technical jury
07 h 00	Start of the competition
10 h 30	Tasting hand dipped pralines
12 h 30	Tasting chocolate pastry
14 h 00	Tasting gastronomic chocolate desserts
15 h 30	End of work period for group 2 Judging of the Aztec necklace
15 h 30 – 16 h 30	Clearing & cleaning of work area
15 h 45 – 16 h 15	Tasting moulded pralines
17 h 00 – 17 h 30	Proclamation of results

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Before their actual work period, the contestants have 45 minutes to install their material into their personal workspace.

After each work period, they have a strictly limited schedule to clear their material from the workspaces and to clean the space for the next contestant (after the showpiece 45 minutes, after the contest 60 minutes).

The jury will inspect the workspaces carefully as part of the judging.

If a contestant fails to clear and clean the workspace in time, the jury will deduct a % of the total score, depending on the delay. Equipment provided by Barry Callebaut has to be left clean in the work area.

2. Ingredients and equipment

The Organising Committee provides standard dark, milk and white chocolate in Selmi tempering machines.

Contestants can use chocolate from the tempering machines for all creations during the entire competition **except for the hand dipped pralines**.

The chocolate will be tempered, however the contestant is responsible to control the perfect pre-crystallization of the chocolate.

Available types of chocolate in the Selmi tempering machines :

Dark chocolate

Callebaut, ref. 811NV (53,8%)

Cacao Barry, ref. Extra-Bitter Guayaquil (64%)

Carma, ref Swiss Line (52 %)

Milk chocolate

Callebaut, ref. 823NV (33,6 %)

Cacao Barry, ref. Lactée Supérieure (38,2%)

Carma, ref. Claire "Swiss Top" (33 %)

White chocolate

Callebaut, ref. W2NV (28%)

Cacao Barry, ref. Blanc Satin (29,2%)

Carma, ref. White "Swiss Line" (34 %)

- 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...).

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- **Products of Callebaut, Cacao Barry and Carma cannot be brought pre-weighed, but must be ordered from the Organising Committee before 1st September 2011.** Only full packs can be ordered and the correct product code must be specified for each product.

Important note: maximum weight per reference is 5 kg.

- On Tuesday 18th October the contestants have access to the competition area in the late afternoon, to unload their material & ingredients. They are then allowed to weigh the products they pre-ordered.
- The chocolate can only be melted during the preparation time (for group 1 on Wednesday 17 h 45-18 h 30 & for group 2 on Thursday 18 h 00-18 h 45). Tempering should be done during the contest; it is absolutely not permitted to temper any chocolate before the competition starts.
- Before and after the contest, all material can be stored in cooled and non-cooled storage areas on the competition area. The contestant has to organise his/her material to be able to install or re-pack within the dedicated time. Each contestant will have 2 shelves at his/her disposal for storage.
- Contestants 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%”).
- **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. It is prohibited to use any finished products (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 génoises for the pastry** can be brought fully baked off.
- When the competition starts, **all ingredients must be cold**, with the exception of chocolate in the melting containers.

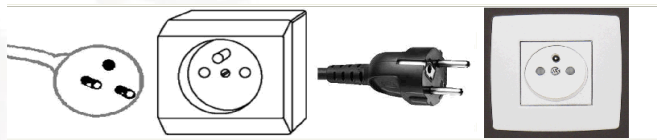
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- The jury will carefully check all ingredients before the competition starts. Throughout the entire competition, the material and workspaces of all contestants will be checked.
- Detailed list of **equipment** will follow before the 15th of April 2011.
- 3 areas dedicated for spraying will be provided.
- Approval must be obtained for all **electrical devices** that the participants wish to bring themselves, on the official form. Any requests must reach the Organising Committee before 1st September 2011.
- 1 multiplug (3 sockets) is provided by the Organising Committee, electricity sockets are European type E, 220 V. Adaptors need to be brought by the contestant if needed.

This is the type of plugs which will be provided for each contestant:



- **For all tasting sessions, the plates & cutlery from the Organising Committee must be used, except for the dessert** (see 3.4).
- For the **dessert**, each individual contestant **must bring the necessary plates and serving material**. He/she can either use the cutlery from the Organising Committee or bring his/her personal preference.

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3. The evaluation by the jury

The jury will be composed internationally. Each represented country will invite 1 judge. Jury members cannot evaluate the contestant representing their own country.

The jury will assess each contestant for:

- **Chocolate Aztec necklace** (evaluated on 15% of the points) :
Esthetic aspects, interpretation of competition theme, neatness & finishing.
- **Artistic chocolate showpiece** (evaluated on 35% of the points) :
Harmony and balance between different elements, esthetic aspects, interpretation of competition theme, neatness & finishing.
- **Taste of the creations** (evaluated on 50% of the points):
Taste, structure, size, flavour harmony or contrasts, appearance, originality of each creation.
2 x 1/6 for the pralines, 1/3 for the pastry and 1/3 for the chocolate dessert

4. Who becomes the “World Chocolate Master 2011”?

The top-scoring contestant, i.e. with the highest total of points during the final, wins the competition and will be appointed “**World Chocolate Master 2011**”.

5. Prize Package for the “World Chocolate Masters 2011”?

A prize package with a total value of **75.000 €** will be shared among the contestants of the “World Chocolate Masters 2011”. This package will comprise money as well as professional material and will be divided in proportion to the contestants’ ranking and the scores they achieve during the final.

Also included in this total prize package are transport, hotel and catering for all contestants, throughout the entire competition. For these elements, an average cost per contestant will be calculated by dividing the total cost by the number of contestants.

- **The winner of the competition**, or “**World Chocolate Master 2011**”, 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 €**.

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This prize package will include travel, hotel and catering costs for his/her participation, prize money and gifts.

- The contestant 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 trophies will be given for the **winning creations** : the best chocolate pastry, best chocolate praline, best chocolate dessert and the best chocolate showpiece. All of these will receive a gift valuing 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.
Assistant(s) are not allowed to help the contestant in the workbox and are also not allowed to be in the workbox with the exception of situation described in point 3.1.
Translator can be used, but he/she also has to stay outside the workbox during the entire competition.
- Only the items that are clearly indicated as such, can be brought prepared to the contest (individual parts of the artistic chocolate showpiece & necklace, interior for the dipped praline and pre-baked biscuit for the pastry).
- If the competition rules are not followed for a certain creation, the jury may decide to disqualify that creation from the contestant's final score.
- 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, modify or cancel the competition at any time as may prove necessary, and undertakes to notify all registered contestants of such changes immediately. The Organising Committee cannot be held responsible for printing, spelling or any other errors.
- By participating in the World Chocolate Masters, each contestant automatically gives the Organising Committee of the World Chocolate Masters, Callebaut,

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Cacao Barry and Carma the right to publish his/her name, address and picture as well as to identify him/her as a contestant in this competition.

- The Organising Committee respects the confidentiality of all applications and will not publish or share them with third parties before an applicant is officially selected as a contestant for the World Chocolate Masters.
- All recipes and photographic material related to the World Chocolate Masters may be used for editorial or commercial publications by the press, the Organising Committee and the organising brands Callebaut, Cacao Barry and Carma. 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 contestant relinquishes his rights to the intellectual properties of such publications. This includes that each contestant explicitly accepts that one or more publications about his/her participation can be arranged by the Organising Committee, Callebaut, Cacao Barry and Carma. He/she will voluntarily contribute to this, free of any charges.
- Prizes are not exchangeable for money or other goods.
- By participating in the World Chocolate Masters, the contestant confirms his complete acceptance of the current competition rules.

7. Organising Committee

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

Barry Callebaut Belgium
Fairs & Events Department
Aalstersestraat 122, 9280 Lebbeke-Wieze
BELGIUM
Tel. +32 53 73 02 11
E-mail: worldchocolatemasters@barry-callebaut.com
Website: www.worldchocolatemasters.com

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

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The Organising Committee

Robert Harrison
International Business Development Manager

Christel De Smedt
Fairs & Events Manager

Alexandre Bourdeaux
Technical Advisor

Julie Cherar
Public Relations & Communication Manager

Juliet Bray
World Chocolate Masters Coordinator

Helene Manong-Desgranges
Chocolate Academies & Ambassadors Club Administrator

Inge Brondeel
Fairs & Events Coordinator

Nathalie Vanderborcht
Fairs & Events Coordinator

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