



AN INITIATIVE OF:



RULES FOR THE NATIONAL SELECTIONS FOR “WORLD CHOCOLATE MASTERS 2011”

I. Presentation of the World Chocolate Masters 2011 competition

A prestigious worldwide competition challenging your creativity with chocolate!

Whether you are 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”, a prestigious competition in which skills and creativity with chocolate are key.

Worldwide national selections for the “World Chocolate Masters 2011”

From September 2010 to May 2011, the three leading brands for high quality chocolate, Callebaut, Cacao Barry and Carma, organise worldwide national selections for this competition, in which chocolatiers, pastry chefs and other chocolate professionals must compete against each other on a national scale.

The contestants have the assignment to make a large chocolate showpiece, a chocolate pastry, 2 different pralines and a gastronomic chocolate dessert. During the contest they also receive a “Mystery Box” with specific instructions. A professional jury will judge all creations on their presentation, taste and technical application.

The theme: Cocoa, Quetzalcoatl's Gift.

For the 2010-2011 National selections and the 2011 Final the theme is “Cocoa, Quetzalcoatl's Gift”.



This theme seeks to transport participants and spectators to consider the origin of cocoa in the distant history of ancient Aztec Civilisation. The Aztecs believed that it was the God Quetzalcoatl who created cocoa as a divine gift to relieve fatigue and provide pleasurable rest. Showpieces should be inspired by the mystery surrounding the discovery of cocoa in the South American rain forest and the legends surrounding the gift of Quetzalcoatl to its peoples. Beyond the showpiece other applications should similarly seek to reflect the atmosphere, flavour and tastes connected with the early history of cocoa in South America.

An Aztec Legend tells of a princess who is left to watch over a great treasure belonging to her husband who has gone of to defend the borders of the empire.

While he is away, she was attacked by his enemies who tried in vain to make her reveal the place where the treasure was hidden. As revenge for her silence they killed her and from her blood sprouted the cocoa plant whose fruit hid a treasure in its seeds, which were as bitter as the sufferings of love, as strong as virtue and as red as blood. Cocoa was Quetzalcoatl's gift for the women's faithfulness to her husband even unto death.



AN INITIATIVE OF:



Rewarding the winners

The winner of a national contest will be granted the title of “National Chocolate Master 2011”. This title will undoubtedly be a substantial commercial asset towards it’s winner’s customers!

The “National Chocolate Master 2011” will win the ticket to next final of the World Chocolate Masters, where twenty of the world’s best craftsmen will compete for the title of “World Chocolate Master 2011”.

What’s in it for the contestants?

All contestants will gain not only an unforgettable experience, but also recognition from the top craftsmen within the world of chocolate! Moreover, they can count on the attention of the general and trade press, which may give a very special boost to their professional (international) career. And then there is of course also an interesting prize package, comprising of chocolate gifts and valuable prizes.

II. The National Selections: general conditions

1. How to register for the national selections of the World Chocolate Masters?

1.1 Send in the official application form

Complete the enclosed registration form and send it to the address mentioned on it, at the latest 3 months before the competition. Please provide all requested information, 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

- 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 have made in the past.

1.2 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 2010-2011 national selection rounds of the “World Chocolate Masters”. It does not contribute to the evaluation of your creations by the jury during the actual competition.

1.3 Confirmation

Everyone applying for participation in the national selections of the “World Chocolate Masters”, will be informed on his admittance by the Organising Committee or it’s representative in his own country, in writing no later than 2 months before the competition.

1.4 Rules

Enclosed are the complete regulations for participation in the national selections for the “World Chocolate Masters 2011”. By entering the competition, each contestant declares his full acceptance of all the rules defined here.

1.5 Cancellation of participation

A contestant can withdraw his application for the World Chocolate Masters until 3 months before the actual competition. In case of late cancellation, the Organising Committee may charge the withdrawing applicant for the costs that have already been incurred by his participation.



2. Conditions for participation in the World Chocolate Masters selections

Anyone who meets the following three criteria can apply for participation in this competition. If the number of applications per country is too high, the Organising Committee decides who can actually enter the contest, based on the curriculum vitae and the recipes that the applicants have sent in. The Organising Committee of the World Chocolate Masters decides which countries can participate. If the number of applicants per country is insufficient, the Organising Committee can cancel the competition.

2.1. Occupation

This competition is open to anyone who is employed in the fields of pastry, confectionary, restaurant and catering or professional education, with the exception of employees of Barry Callebaut and their relatives (living at the same address).

2.2 Nationality

Entrants must have the nationality of the country for which they apply, or have resided and worked there officially for at least 2 years.

2.3 Age

Contestants must be born before 1st January 1990.

In case of abuse or misinformation, including subscription with incorrect or incomplete data, the Organising Committee has the right to exclude the contestant from the World Chocolate Masters

III. Competition rules for the 2010-2011 national selections of the World Chocolate Masters

1. The recipes

- At least 30 days prior to the national competition, each contestant provides the Organising Committee – in writing - with the names and short descriptions of both pralines, the pastry, the dessert and the showpiece he will present at the competition. Please provide per creation the name, the most important ingredients and other characteristics in max. 5 typed lines.
- At the beginning of the competition, each contestant must present 10 books with the recipes of all the creations he will present to the jury, as well as 1 digital copy (Word or Power Point file on CD or USB key). Each recipe must comprise a detailed list of ingredients, a description of the work methods and a cross-section or a schedule of the composition.

2. The competition theme: Cocoa, Quetzalcoatl's Gift

- The theme to which the chocolate showpieces in the national selections are to be imagined and worked out is “Cocoa, Quetzalcoatl's Gift ”. Each contestant can freely interpret this theme. The theme should also be reflected in the taste of all other assignments (pastry, dessert, pralines, mystery box). The creative interpretation of the theme and how clearly it is represented will both contribute towards the points awarded by the jury.



AN INITIATIVE OF:



3. The creations

Each contestant makes all requested creations personally and individually during the competition. Throughout the competition, no assistance from other people is allowed to complete the assignments described below. Innovative and creative recipes will be highly appreciated by the jury.

Each contestant prepares in place the creations specified below.

The contestant has to prepare the creations with ingredients and equipment he brought along, unless if specified otherwise

Chocolate cannot be brought by the contestant, but must be ordered from the organisation in advance.

Each contestant wears a professional white jacket and black trousers. The Organising Committee supplies the white jacket and chef hat, both must be worn throughout the competition and the prize award ceremony.

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

The contestants have 15 hours to complete their assignments:

- Chocolate showpiece
- Dipped praline
- Moulded praline
- Chocolate pastry
- Gastronomic Chocolate Dessert
- "Mystery Box" assignment

3.1 Chocolate showpiece

Each contestant makes in place a chocolate showpiece that fits the competition theme of "Cocoa, Quetzalcoatl's Gift".

Dimensions of base: 60 cm x 60 cm maximum.

No part of the showpiece can extend over the 60x60cm base.

Height of showpiece : Minimum 1m high – maximum 2 m high

Specifications: The entire chocolate showpiece must be prepared during the competition. No parts can be brought to the contest!

The showpiece consists of 100% chocolate and other cocoa deriving products, with the exception of gold, silver and copper leaves and powder. Only colourings made of cocoa butter can be used.

Max. 50% of the surface of the showpiece can be sprayed.

It is not allowed to use any hard materials for support or other fortifying or decorative materials. These include materials like dragee filling (pastillage), glue products or glue gun and varnish.

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

The Organising Committee provides melted standard dark, milk and white chocolate.

Presentation: The showpiece must be placed on a base provided by the Organising Committee. 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.



AN INITIATIVE OF:



3.2 Dipped praline

Each contestant makes a dipped praline.

Quantity : minimum 50 pieces

Specifications : These pralines are entirely prepared during the competition.
Maximum weight per praline is 15g (including decorations).
The contestant brings all ingredients (except for chocolate) and materials that are necessary.

3.3 Moulded praline

Each contestant makes a moulded praline.

Quantity : minimum 50 pieces

Specifications : These pralines are entirely prepared during the competition.
Maximum weight per praline is 15g (including decorations).
The contestant brings all ingredients (except for chocolate), moulds and other materials that are necessary.

3.4 Chocolate pastry

Each contestant makes a layered chocolate cake.

Quantity: 2 identical cakes for 8 people

Composition: The pastry must have an explicit chocolate taste.

Specifications: The cakes are prepared and decorated entirely during the contest. Only the sponge (biscuit) or a similar base can be brought pre-baked. It is not obligatory to use a pre-baked sponge in the pastry.

The shape and dimensions can be chosen freely.

Weight per cake: maximum 1200 g (including gold cardboard & decorations).

Presentation: The jury slices the cakes into the required number of portions and dresses them onto the plates (provided by the Organisation).

- 1 cake will be tasted by the jury

- 1 will be presented for photography

3.5 Gastronomic Chocolate Dessert

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

Quantity : 6 servings

Specifications : This chocolate dessert must be a truly “gastronomic dessert”, comprising minimum 4 different textures or elements (e.g. cream, mousse, a crispy layer, sauce etc). One of the textures must be a sauce or coulis.

The dessert must contain enough chocolate or cocoa to have an explicit chocolate taste.

The dessert must be made entirely in place, during the competition. It is not allowed to bring any biscuits or other finished products.

Presentation : The finalist brings all plates, glasses or other presentation items for the desserts himself. He is completely free to choose the presentation of his gastronomic dessert. Both the presentation and the taste of the dessert will be judged.

3.6 Mystery Box assignment

All specifications will be revealed during the competition.



AN INITIATIVE OF:



IV. The national selections : Practical information

1. Date and location for the national competition

The date and location for the national competitions are announced on www.worldchocolatemasters.com.

2. Time schedule

Indicative time schedule of the national competition. The national selection takes two days. Each contestant receives a personal time schedule before the start of the competition, which may differ from the one below.

Day 1 : 8 work hours

09:30h : Presence of all contestants and jury members
10:00h : Start of the competition
18:00h : End of the work period for contestants
Evaluation of the chocolate showpieces

Day 2 : 7 work hours

09:30h : Start of the competition
11:00h : Tasting the moulded pralines
11:30h : Tasting of dipped pralines
12:30h : Revelation of the Mystery Box
13:00h : Tasting of desserts
13:45h : End of work period for tastings
14:00h : Beginning of work period for Mystery Box assignment
15:30h : Tasting of pastry
16:30h : End of work period for contestants
Evaluation of Mystery Box assignment
17:30h : Proclamation of the results.

- The contestants are free to arrange their work time over the 2 days. Only the deadline of when a creation is evaluated and the timing for the Mystery Box assignment, have to be respected very strictly. The allocation of the work spaces and the exact timing for the different tastings, are decided by lottery.
- At the end of each competition day, the workspace must be completely clean. At the end of the second day, all personal material must be removed. If this rule is not followed, the jury may decide to deduct points from the final score!
- If a high number of entrants makes it necessary to organise more than one competition round or day, the winners will be announced on the last day of the national competition.



AN INITIATIVE OF:



3. Ingredients and equipment

The contestants bring all work material and ingredients, except for chocolate themselves. The ingredients can be brought pre-weighed in containers, but must be clearly labelled.

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 or provide professional training.

The jury will assess each participant for:

- his chocolate showpiece (**25% of the points**)
- the “Mystery Box” assignment (**15% of the points**)
- the technical skills (**10% of the points**)
 - o 1/3 of the points for compliance with the competition rules
 - o 2/3 of the points for the craftsmanship and quality of work
- the taste of the creations (**50% of the points**)
 - o 1/3 of the points for the pralines (each praline on half of these points)
 - o 1/3 of the points for pastry
 - o 1/3 of the points for the gastronomic chocolate dessert

5. Who wins?

- The contestant who obtains the highest total score in his country, will be awarded the title of “**national Chocolate Master 2011**”.
- Twenty national winners worldwide can enter the international finals where they will compete for the title of “**World Chocolate Master 2011**”, and part of the prize package that will be distributed there among the finalists (*for more details : see competition rules for finals*).
- The 2nd and 3rd prize winners are announced as well.

6. General conditions

- Each contestant creates all the realisations without help from third parties, by word of honour.
- 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 participants of such changes immediately. Printing, spelling or any other errors cannot be used against the Organising Committee of the World Chocolate Masters.
- By participating in the World Chocolate Masters, each contestant automatically gives the Organising Committee of the World Chocolate Masters, Callebaut, Cacao Barry and Carma the right to publish his name, address and picture as well as to identify him 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



AN INITIATIVE OF:



mentioned in the relevant article or picture. Each participant relinquishes his rights to the intellectual properties of such publications. This includes that each contestant explicitly accepts that one or more publications about his participation can be arranged by the Organising Committee, Callebaut, Cacao Barry and Carma. He 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. The 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 – World Chocolate Masters

Aalstersestraat 122

9280 Lebbeke-Wieze

Belgium

Tel : +32 53 73 03 81 – Fax : +32 53 73 05 40

worldchocolatemasters@barry-callebaut.com

www.worldchocolatemasters.com

All requests for information, can be sent to this address or your local Barry Callebaut contact.