

RULES FOR THE FINAL OF THE "WORLD CHOCOLATE MASTERS 2007"

1. Date and location of the finals of the "World Chocolate Masters"

The final will be held in Paris at "Salon du Chocolat Professionnel" from 20th until 22nd October 2007. More information on this fair is available on www.salonduchocolat.fr

2. What is expected from each finalist at the "World Chocolate Masters 2007"?

1. The recipes:

Before 1st September 2007, each contestant informs the Organising Committee by e-mail to worldchocolatemasters@barry-callebaut.com, of the names and short descriptions of all creations he will present at the competition.

For each creation the name, the category (eg moulded praline or dipped pralines), the most important ingredients and other characteristics must be specified. The pralines, chocolate pastry and dessert must be described in max. 5 typed lines per item, the large & small artistic chocolate showpieces in max.10 typed lines.

On 20th October 2007, each finalist must present 20 copies of the book with all his recipes, as well as 1 digital copy on CD-Rom (Word, Excel or PowerPoint file).

Each 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 the chocolate showpieces are to be imagined and worked out is "National myths and legends". This theme can be interpreted freely. The myth or legend has to be typical for the country that the finalist represents.
- 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 finalist is expected to produce the following items entirely in place and in front of the jury. He is free to repeat his 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 finalist must produce the following creations :

- chocolate pastry
- 2 types of pralines (1 moulded & 1 hand dipped)
- gastronomic chocolate dessert
- small chocolate showpiece
- large 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 it a dominant chocolate taste.

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

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

Weight per cake: maximum 1 kg.

Presentation: On gold cardboard (to be brought by the finalist)
The plates 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 dipped

Specifications: The pralines must be prepared during the contest, except for the interior of the dipped praline, which can be made in advance. All different elements for the dipped praline can be brought, but the pralines must be dipped into chocolate by hand during the contest.

The finalist must bring all required moulds himself.

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

Max. weight per praline : 15g
(decorations included).

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

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3.3 Gastronomic chocolate dessert

Each finalist 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 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.

3.4 Small chocolate showpiece

Each finalist prepares a small showpiece in chocolate, related to the competition theme of "National Myths & Legends".

Quantity : 1 piece

Dimensions : No limits in height, weight or dimensions. The showpiece can be built in any direction (up or downward etc.)

Specifications : The small chocolate showpiece must be presented on a special base, that is supplied by the Organising Committee. The finalists will receive a detailed picture of the base in advance.

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.



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3.5 Creative Chocolate Showpiece

Each finalist assembles in place the chocolate parts he has prepared and brought along, into a creative chocolate showpiece that is related to the competition theme of "National Myths and Legends".

Number: 1 item

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

The showpiece must be between 1 and 2 meters high. It will be displayed on a base that is provided by the Organising Committee.

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 (eg a sculpted element) can be brought. Composed elements (eg 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).

- 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.
- On 20th October, at "Salon du Chocolat Professionnel", the finalists install their showpieces in front of the jury, within 3 hours. For the assembling of the showpieces, melted dark, milk and white chocolate will be available.

Important remarks:

- 1/ after setting up the showpiece, each contestant has to clear & clean his workspace within 45minutes. The technical jury will check the workspace as part of the global evaluation of the showpiece!
 - 2/ 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.



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Presentation:

- 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.
- The Chocolate Showpieces will be exhibited in a transparent display window 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.



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3. Practical information

1. Location

The finals of the World Chocolate Masters 2007 will be held at "Salon du Chocolat Professionnel" at Paris Expo, Porte de Versailles (France).

2. The time schedule of the finals:

- The time schedule below is indicative. All finalists will receive an individual timetable at the latest 2 months before the contest.
- All finalists have to attend the briefing together before the competition. They will be personally informed about the details.

Friday 19th October 2007

- 16:00h - 17:00h : Briefing for contestants
17:00h - 19:00h : All contestants deliver material at "Salon du Chocolat"
19:00h - 20:00h : Meeting with jury & contestants

Saturday 20th October 2007 (3 work hours per contestant)

- 08:30h : Access to "Salon du Chocolat Professionnel" for group 1 contestants and jury
08:45h - 09:30h : Group 1 installs material in the work area
09:30h - 12:30h : Group 1 Assemble the chocolate showpieces
12:15h : Access to "SDC Professionnel" for group 2 contestants
12:30h - 13:15h : Group 1 clear & clean the work area
Group 1 oral presentation of the showpiece (max 3 minutes per contestant)
Judging the showpieces of group 1
13:15h - 14h00 : Group 2 installs material in work area
14:00h - 17:00h : Group 2 Assemble the chocolate showpieces
17:00h - 17:45h : Group 2 clear & clean the work area
Group 2 oral presentation of the showpiece (max 3 minutes per contestant)
Judging the showpieces of group 2
17:45h - 18:30h : Group 1 installs material in workspace for 21st October



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Sunday 21st October 2007 (8,5 work hours for group 1 contestants)

08:00h : Access to "SDC Professionnel" for contestants group 1 and jury
Checking of workspaces, equipment and ingredients by the technical jury.

08:30h : Start of the competition.

11:30h : Contestants group 1 hand in the hand dipped pralines

12:00h – 12:30h : Tasting hand dipped pralines

14:00h – 15:30h : Tasting chocolate pastry

15:30h – 17:00h : Tasting desserts

17:00h : End of work period for group 1 contestants
Contestants group 1 hand in the moulded pralines
Judging of the small chocolate showpieces

17:00h – 18:00h : Group 1 contestants clear & clean work area

17:15h – 17:45h : Tasting moulded pralines

18:00h – 18:45h : Group 2 contestants install material in work spaces for 22nd October

Monday 22nd October 2007 (8,5 work hours for group 2 contestants)

06:30h : Access to "SDC Professionnel" for contestants group 2 and jury
Checking of workspaces, equipment and ingredients by the technical jury.

07:00h : Start of the competition.

10:00h : Contestants group 2 hand in the hand dipped pralines

10:30h – 11:00h : Tasting hand dipped pralines

12:30h – 14:00h : Tasting chocolate pastry

14:00h – 15:30h : Tasting desserts

15:30h : End of work period for group 2 contestants
Contestants group 2 hand in the moulded pralines
Judging of the small chocolate showpieces

15:30h – 16:30h : Group 2 contestants clear & clean work area

15:45h – 16:15h : Tasting moulded pralines

17:00h – 17:30h : Proclamation of results

Before their actual work period, the contestants have 45minutes 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, the contestant has 45 minutes, after the contest 60minutes. The jury will inspect the workspaces carefully as part of the technical judging. If a contestant fails to clear and clean the workspace in time, the jury will deduct a % of the points, depending on the delay.



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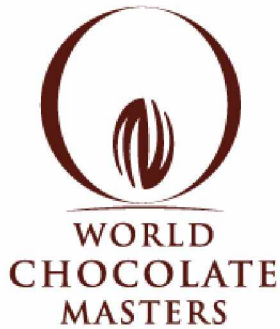


3. Ingredients and equipment

- § 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, before 1st September 2007 on the official order form. On Friday 19th October, the finalists have access to the storage area on the competition area, to unload their material & ingredients. They are then allowed to weigh the products they pre-ordered.
The chocolate can be melted during the preparation time (for group 1 on Saturday 17:45-18:30h & for group 2 on Sunday 18:00-18:45h). Chocolate can then be melted. 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 safely in cooled and non-cooled storage areas on the competition area. The contestant has to organise his material to be able to install or re-pack within the dedicated time.
- § 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%").
- § 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, génoises or other 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.
- § The jury will carefully check all ingredients before the competition starts. Throughout the entire competition, the material and workspaces of all finalists will be checked.
- § The following equipment will be at the disposal of the participants during the contest:
 - ◆ Refrigerator with trays (60x40 cm) - 70 cm height per person
 - ◆ Freezer (- 20 °C) & trays (60x40 cm) – 60 cm height per person
 - ◆ Blast freezers
 - ◆ Carbo ice can be ordered in advance
 - ◆ étuve (heat chamber) for common use
 - ◆ filling cutters for common use
 - ◆ 1 induction or gas stove top per 2 contestants
 - ◆ 1 marble work tablet per person (150x90cm) per person
 - ◆ 1 stainless steel work surface (120x90 cm) per person
 - ◆ 1 speed rack with 7 trays (60x40 cm) per person
 - ◆ 1 electric beater (stand mixer) & attachments per person
 - ◆ 1 microwave oven 700 Watt per person

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- § The contestants must bring any other necessary small equipment (e.g. balance, bowls, whisks, spoons, knives etc). For your own convenience, please label all your personal equipment with your name.
- § 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 before 1st September 2007.
- § For all tasting sessions, the plates & cutlery of the Organisation must be used, except for the dessert (see point 3.3).
- § For the dessert, each individual finalist must bring the necessary plates and serving material. He can either use the cutlery of the Organisation or bring his personal preference.

4. 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:
 - technical skills (evaluated on 10% of the points):
 - professional work & attitude, organisation of work and materials, general hygiene at work, recipe book, cleaning of workspace
 - small chocolate showpiece (evaluated on 10% of the points)
 - Aesthetic aspects, interpretation of competition theme, neatness & finishing
 - large artistic chocolate showpiece (evaluated on 30% of the points)
 - Harmony and balance between different elements, presentation of pralines, aesthetic 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

5. Who becomes the "World Chocolate Master 2007"?

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 2007".



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6. Prize Package for the "World Chocolate Masters 2007"?

A prize package with a total value of € 75.000 will be shared among the finalists at the "World Chocolate Masters 2007". 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 2007", 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 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.

7. 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 (individual parts of the artistic chocolate showpiece, interior for the dipped praline and pre-baked biscuit 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 rights to the intellectual properties of such publications.

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8. 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

Aalstersestraat 122

9280 Lebbeke-Wieze

Belgium

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

Email : worldchocolatemasters@barry-callebaut.com

www.worldchocolatemasters.com

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

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