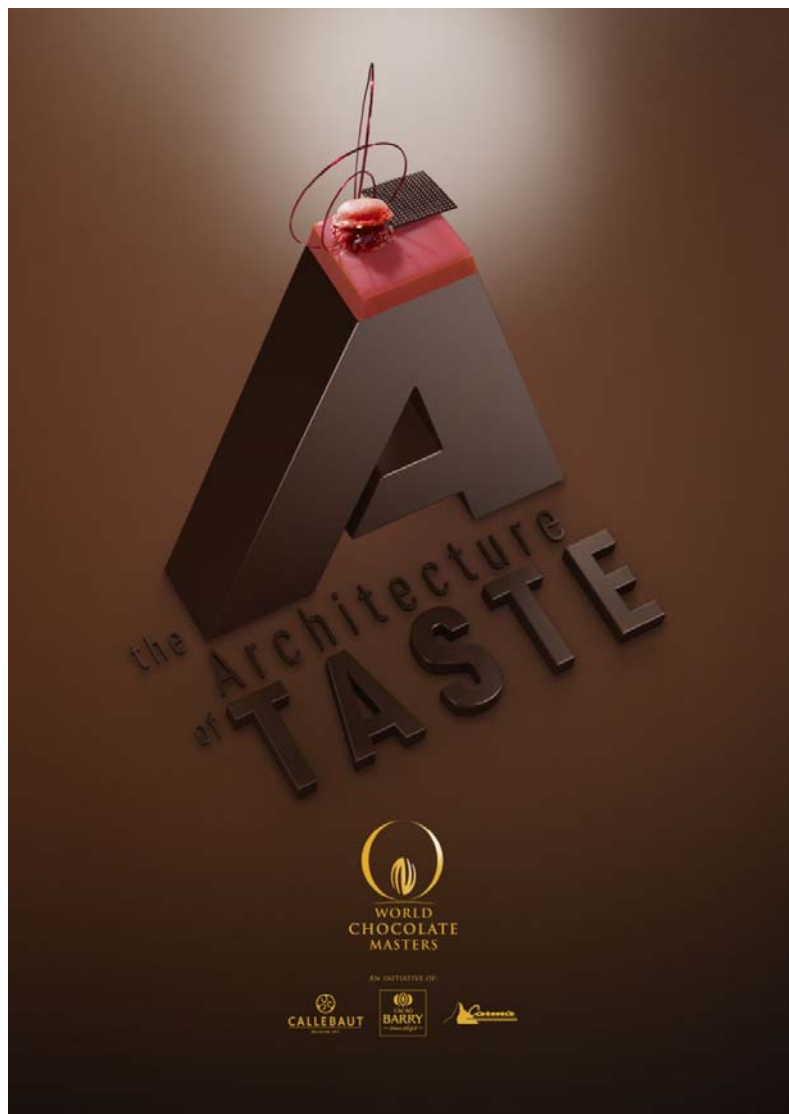




FIFTH EDITION OF THE WORLD CHOCOLATE MASTERS

RULES FOR THE NATIONAL SELECTIONS

1-DAY COMPETITION





I. The Fifth Edition of the World Chocolate Masters competition

A prestigious worldwide competition that will challenge your creativity with chocolate!

Whether you are a chocolatier or a pastry chef, you have brilliant ideas for working with chocolate. Now, you have a unique opportunity for your skills and talents to become internationally recognized. How? By participating in the “World Chocolate Masters”, a prestigious international competition where your skills and creativity with chocolate are key.

Worldwide national selections for the “Fifth Edition of the World Chocolate Masters”

From September 2012 to May 2013, the three leading Gourmet brands for high-quality chocolate, Callebaut, Cacao Barry and Carma, will organize national selections in which chocolatiers, pastry chefs and other chocolate professionals will compete for their country’s National Chocolate Masters title.

As part of the competition assignments, each contestant will make a large chocolate showpiece, a molded praline/molded bonbon and a gastronomic chocolate dessert. For the last assignment, each contestant will revisit a classic recipe that reflects his or her country’s tradition.

A professional jury will judge the creations, taking account of presentation, taste and technical skills.

The theme: The Architecture of Taste

The theme for both the National Selections and the Final is “Architecture of Taste”.

Definition of the theme:

Taste is harmony and contrast. It is sweet and sour. Taste is loving what you know, and curiosity for what you don’t know yet. Taste is color and texture. It is emotion and it is sophisticated. And at the same time, taste is a perception that differs from one person to another.



Taste is architecture. It is building layers and different dimensions. Taste can move people by its greatness. It can even be a landmark, timeless and monumental, when it is made with great new insights. Or taste can be simple and pure, comforting people in its intimacy.

The architecture of taste is the theme of this World Chocolate Masters edition. Pâtisseries and chocolatiers become architects. They will analyse and compose with flavours. They will conceive and assemble with textures. They will study and design new shapes. And most of all, **they will innovate.** They will create a brand new architecture of taste, in which chocolate plays a fundamental role.



Rewarding the winners

The winner of each national selection will be awarded the title of “National Chocolate Masters 2012 - 2013”, qualifying him or her to participate in the World Chocolate Masters Final, where the world’s best craftsmen will compete for the title of “World Chocolate Master”.

What’s in it for the contestants?

All contestants will not only enjoy an unforgettable experience, but also gain recognition from the leading craftsmen in the world of chocolate! In addition, contestants can expect to get international media coverage from both consumer media and the trade press. A prize package determined by the organizers in each country will be awarded to the winners.

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 registration form which can be downloaded from the World Chocolate Masters website www.worldchocolatemasters.com and send it to your local contact at WCM_USA@Barry-Callebaut.com before July 27, 2012. Please fill in all requested information, including your personal details and your professional experience to date.

Along with your application, please send **two** of your own created recipes with pictures of the following:

- A recipe for a chocolate layered cake
- A recipe for a praline/chocolate bonbon

Please also send a picture of a chocolate showpiece that you have created.

These will help us to assess your professional knowledge, skill and experience with chocolate.

1.2 The Organizing Committee has the final decision on your application

Your application will be evaluated for your participation in the 2012-2013 National Selections of the “World Chocolate Masters”. Please note that entrant recipes are only used to evaluate your skills as part of your application, and will not be assessed during the National Selections.

1.3 Confirmation

National representatives of Barry Callebaut will notify applicants whether or not they have been accepted approximately two weeks after their application has been received.

1.4 Rules

By entering the competition, each contestant declares his or her full acceptance of the regulations for participation in the National Selections for the “Fifth Edition of the World Chocolate Masters” as defined below.



1.5 Cancellation of participation

A contestant can withdraw his or her application for participation in the National Selection for the World Chocolate Masters by giving notice in writing three months prior to the competition date. In case of withdrawal after this date, the Organizing Committee may charge the withdrawing applicant for any costs that may have been incurred in connection with his or her application, up to €1.500.

2. Conditions for participation in the World Chocolate Masters National Selections

The Organizing Committee of the World Chocolate Masters will decide which countries can organize National Selections. Application for participation in the National Selections is open to anyone who meets the criteria set out below. The Organizing Committee in each country will decide who can participate in the contest, based on applicants' professional experience and the recipes that they have sent in. If the number of applicants per country is insufficient, the Organizing Committee of the country in question has the right to cancel the competition.

2.1. Occupation

This competition is open to anyone who is working in the following sectors: pastry-making and confectionery, restaurants and catering, and professional culinary training, with the exception of members of the Barry Callebaut Ambassador Club and Barry Callebaut employees.

2.2 Nationality

Applicants must have the nationality of the country where they apply or have resided and worked there officially for a minimum of five years, to be justified.

2.3 Age

Contestants must have been born before 1st January 1992.

In case of misinformation, including an application with incorrect or incomplete information, the Organizing Committee has the right to exclude the contestant from the National Selections and/or the World Chocolate Masters competition.

III. Competition rules for the Fifth National Selections for the World Chocolate Masters

1. The recipes

Each contestant will send to the Organizing Committee 10 days prior to the national competition the names and recipes of all the creations that he or she will present, by e-mail and in digital format on a USB memory stick. Please use the recipe format which you can download from the World Chocolate Masters Website. Only this **recipe format** will be accepted for your entries.

Please send to:

Barry Callebaut USA
Attn: Ashley Guido
600 West Chicago Ave, Suite 860
Chicago, IL 60654
WCM_USA@barry-callebaut.com



2. The competition theme: The Architecture of Taste

Each contestant's showpiece needs to correspond to the World Chocolate Masters theme: "Architecture of Taste". Each contestant can imagine and interpret the theme in his or her own way. The theme should also be reflected in the other assigned tasks. The jury will assess the creative interpretation and representation of the theme. Points will be awarded on how well the theme is represented in the showpiece and the other tasks.

3. The making of the creations

Innovative and creative recipes are highly appreciated by the jury. Each contestant will prepare his or her creations on site at the competition venue in front of the jury.

Each contestant will work alone during the competition. This is an individual competition and contestants will only be allowed to have help for the loading and unloading of their material and with transportation of their showpieces, once created, inside the competition venue. Please note that contestants are not allowed to have assistants to help in washing utensils during the competition.

Unless specified otherwise, each contestant must come to the competition venue with all ingredients (other than chocolate) individually scaled and clearly marked. All pieces of equipment he or she brings should also be labeled with his or her name.

Any materials or equipment to be provided by our sponsors will be communicated to contestants in advance by the local representative of Barry Callebaut. An equipment list will be provided to you at a later date. **In addition, each finalist will receive a stipend no more than \$1,000 to support ingredient supplies, mold design and creation, and other miscellaneous expenses. The stipend will be paid upon completion of the competition. Travel and lodging for the competition will also be covered.**

Chocolate cannot be brought by the contestants but must be ordered through the Organizing Committee six weeks in advance of the competition date. Contestants must use the **attached form** to order their chocolate, a maximum of 5 kg per reference.

Standard chocolate references of dark, milk, and white, will be provided in the tempering machines at the competition. More information on which chocolates will be available will be presented to you at a later date.

The Organizing Committee will supply a white jacket and chef's hat. Both must be worn at all times during the competition and at the prize award ceremony.

Contestants will be judged on their craftsmanship and technical abilities, as well as on their creativity with chocolate.

The contestants will have 9 hours to complete all the assignments.

3.1 Chocolate showpiece

Each contestant will assemble on site a chocolate showpiece that fits with the competition theme of "The Architecture of Taste".



- Dimensions of base:** Contestants are responsible for providing their own base not exceeding: 60 cm x 60 cm and 10 cm in height.
No part of the showpiece can extend over the 60cm x 60cm base.
- Height of showpiece:** Minimum 1m high – maximum 2 m high, excluding the base.
- Specifications:** The candidates will assemble the pre-prepared parts of their showpiece on site during the competition. Pre-prepared parts can be brought to the venue for assembly during the competition. The structural elements composed of 1 part (ex. A sculpted element) can be brought. The structural elements composed of different parts (ex. A flower with many petals) cannot be brought already assembled but must be assembled on site (each petal would therefore be brought separately to be assembled during the competition.. The Organizing Committee will provide pre-crystallized standard dark, milk and white chocolate in the automatic tempering machines.
- Important:** if some parts of the showpiece are made using a mold, the mold must be brought to the competition.
- The showpiece will consist of 100% finished chocolate products and other cocoa-derived products (cocoa butter, cocoa powder, nibs, cocoa shells, cocoa mass). Sugar as a pure ingredient is not allowed. Only colorings made of cocoa butter can be used as well as bronze, silver and gold powder.
- The jury has the right to perforate the showpieces to check them. Showpieces containing prohibited elements will automatically be disqualified.
- Judging:** The showpiece will be judged on its base in each contestant's work area.
- Presentation:** The showpiece will be moved after the judging for display. Assistance will be allowed in moving the showpiece. Contestants are not allowed to add any supplementary base or background.

3.2 Molded praline/ molded bonbon

Each contestant will make molded pralines/bonbons as follows:

- Quantity:** **Minimum 48 pieces and maximum 60 pieces (leftover pieces should be stored appropriately. 3 pralines will be dedicated to photography)**
- Specifications:** These pralines/bonbons must be entirely prepared on site during the competition.
- Important note:** For this assignment, contestants must temper the chocolate themselves. Contestants are not allowed to use the automatic tempering machines.

Each praline/bonbon needs to weigh between 8g and 13g, this includes decorations.

Apart from the chocolate which will be provided by the organization, all contestants must bring all ingredients, molds and other necessary material.



3.3 Gastronomic Chocolate Dessert

Each contestant will prepare a gastronomic dessert in which chocolate is dominant.

- Quantity: Six dessert plates (including one for photography)
- Specifications: This chocolate dessert must be a truly “gastronomic dessert”, comprising minimum four different textures or elements (e.g. cream, mousse, a crispy layer, sauce etc.). The dessert must contain enough chocolate or cocoa to have a distinctive chocolate taste. The dessert must be made entirely during the competition. It is not allowed to bring any biscuits or other finished products.
- Presentation: Contestants will bring plates, glasses or other presentation items for the desserts and are completely free to choose the presentation of his/her gastronomic dessert. Both presentation and taste of the desserts will be judged.

3.4 Classic Revisited Dessert

- Quantity: Either one creation to serve eight people or eight individual creations (2 portions will be dedicated to photography)
- Each contestant will prepare a “Revisited classic recipe” based upon the American classic donut using their own creative style and imagination. Recipes must contain chocolate and/or nut paste.
- Basic elements of the recipe (for example the puff pastry in the case of the Religieuse) can be brought ready for assembling and finishing during the competition
- The basics of the recipe must be kept.
- The example below shows how one could explore “The Classic Recipe Revisited”. This is only an example to help you understand how one could reinterpret the French classic recipe; the “Religieuse”.



Original classic recipe



Classic Recipe Revisited



Presentation: Candidates will present their creations in front of the jury using their own material. The Organizing Committee will provide plates for servings if needed.

IV. The National Selections: Practical information

1. Date and location for the national competitions

The date and location for the national selection will take place at the Barry Callebaut Chocolate Academy in Chicago, IL. More details are available at: www.worldchocolatemasters.com

2. Time schedule

The National Selection will take place over a two-day period. Each contestant will compete on one of the two days. Additionally, each will receive a personal time schedule before the start of the competition, which may differ from the one below.

Candidates can manage their own schedules but must deliver each designated assignment on time.

Example for Day/Group 2

7 1/2 hours of work

07:00:	Arrival of all contestants and jury members
07:30:	Start of the competition
09:30:	Tasting and judging of the molded pralines/bonbons
12:30:	Tasting and judging of the classic revisited recipe
1:30:	Tasting and judging of the gastronomic plated dessert
3:00:	Presentation and judging of the showpieces
	End of the competition for the candidates
6:00:	Results proclamation / Awards / cocktail

The allocation of the work spaces and the exact timing for the different tastings will be decided by lottery.

At the end of the competition day, the workspace must be completely clean; all personal material must be removed. If this requirement is not observed, the jury may deduct points from the final score!

3. Ingredients and equipment

The contestants bring all work material and ingredients, except for the chocolate. The ingredients must be brought pre-weighed in individual containers, but must be clearly labeled. All ingredients must be scaled and labeled separately.

4. Evaluation by the jury

The jury will be composed of experts in the processing of chocolate who are active in the pastry, chocolate, restaurant or catering industries or provide professional training.



The jury will assess each contestant for (% are subject to change):

- The chocolate showpiece: 25% of total point
- The molded pralines: 20% of total points
- The gastronomic chocolate dessert: 20% of total points
- The classic revisited recipe: 20% of total points
- Working methods (professionalism, cleanliness of working area, and appropriate use of chocolate): 15% of total points

What will the jury look for?

For each of the assigned creations, the jury will look for the following:

Artistic showpiece:

- Compliancy with the theme and rules
- Balance and harmony: unity and proportion of the elements
- Artistic skills
- The different technical methods used
- Finishing touches
- Creativity and originality/ “wow” effect (how impressive it is)

The molded pralines/ bonbons:

- Compliancy with the theme and rules
- Visual aspect: quality of crystallization and molding skills
- Overall taste
- Overall texture
- Creativity

The gastronomic dessert:

- Compliancy with the theme and rules
- Visual aspect: General appearance
- Taste: overall taste and explicitness of the chocolate taste
- Creativity

The Classic Recipe Revisited:

- Compliancy with the theme and rules
- Visual aspect: general appearance
- Taste: overall taste / distinctive chocolate taste
- Texture: overall texture
- Creativity/”wow” effect

Working methods

- Technical skills
- General hygiene/cleanliness of workspace
- Flow of work / organization of materials
- Professional attitude



5. Who wins?

- The contestant who obtains the highest total score in his or her country will be awarded the title of **“National Chocolate Master”**.

The winners of the National Selections will qualify for the World Chocolate Masters Final, where they will compete for the title of **“World Chocolate Master”** and an attractive prize package (*for more details: see competition rules for finals*).

- Second- and third-place winners will also be announced.

6. Awards

A prize for the best creation in each category will be awarded: Best showpiece, Best molded praline, Best chocolate layered cake, Best gastronomic chocolate dessert and Best classic recipe revisited.

The winner of the official title of National Chocolate Master can only win one of the Best category awards (the one in which he gets the highest score).

The other Best category Awards will be given to the winner of each category, except when the winner is the same as the National Chocolate Master, in this case the prize will immediately move to the second place.

7. General conditions

- Each contestant will work without assistance from third parties.
- If the competition rules are not followed for a certain creation, the jury may disqualify that creation from the contestant’s final score.
- The jury’s decision is final and not open to discussion or dispute.
- The Organising Committee may change or adapt the rules and modify or cancel the competition at any time as necessary and undertakes to notify all registered contestants of such changes immediately.
- Printing, spelling or any other errors cannot be used against the Organising Committees of the National Selections for the World Chocolate Masters. The English version of the rules remains the official reference of the binding rules of the National Selections for the World Chocolate Masters.
- By participating in the National Selections for 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 or her name, address and picture as well as to identify him or her as a contestant in the competition.
- The Organizing 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 National Selections for the World Chocolate Masters.
- All recipes and photographic material related to the competition for the World Chocolate Masters title may be used for editorial or commercial publications by the press, the Organizing Committee and the organizing brands Callebaut, Cacao Barry and Carma. The Organizing 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. Each contestant explicitly accepts that one or more publications about his or her participation can be arranged by



the Organizing Committee, Callebaut, Cacao Barry and Carma. He or she will voluntarily contribute to this, free of any charges.

- Prizes are not exchangeable for money or other goods.
- By participating in the National Selections for the World Chocolate Masters, the contestant confirms his or her complete acceptance of the current competition rules.



8. The Organizing Committee

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

Barry Callebaut Belgium – World Chocolate Masters

Aalstersestraat 122

9280 Lebbeke-Wieze

Belgium

worldchocolatemasters@barry-callebaut.com

www.worldchocolatemasters.com

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

Barry Callebaut USA

Attn: Ashley Guido

600 West Chicago Ave., Suite 860

Chicago, IL 60654

WCM_USA@barry-callebaut.com