



SIXTH EDITION OF THE WORLD CHOCOLATE MASTERS

RULES FOR THE INTERNATIONAL FINAL





I. The Sixth 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 recognised. How? By participating in the “Cacao Barry World Chocolate Masters”, a prestigious international competition where your skills and creativity with chocolate are key.

The “Sixth Edition of the World Chocolate Masters”

From October 28, 2015 to October 30, 2015, Cacao Barry, Gourmet brand for high-quality chocolate, will organise the final competition in which chocolatiers, pastry chefs and other chocolate professionals will compete for the World Chocolate Master title.

As part of the competition assignments, each contestant will be asked to create the following, based on the theme “Inspiration from Nature” :

- Chocolate showpiece
- Sweet snack on the go
- “My Or Noir” story
- Moulded praline
- Patisserie of the Day
- Artistic creation “Where Nature Goes”

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

NEW ON THIS EDITON : The 20 candidates will compete on Day 1 and 2, and there will be a selection of the Top 10 finalists at the end of Day 2. These Top 10 finalists will be working Patisserie of the Day and artistic creation “Where Nature goes...” on Day 3.

The theme

The theme for the Final is “**Inspiration from Nature**”.

Definition of the theme:

Nature proves to be a strong source of sensorial inspiration. Whether it is the colours, the flavours, the sounds of the ocean, the change of seasons, nature is all around us and affecting our moods. At the same time we want more pure, authentic and high quality ingredients. Food is more than just food, it tells a story that more and more people want to be told.



For the 6th edition of the World Chocolate Masters, Pâtisseries, Chocolatiers and Chefs will have to play with colours, shapes, scents, textures...to tickle Jury's senses. We like to invite chocolate creators around the world to explain how they shaped and transformed natural products into a delightful story. We like to invite them to become authors and share their masterpieces by putting cacao and chocolate at the heart.

Awards

An attractive prize package, determined by the organizers will be awarded to the top 3 winners. Details of the prize package will be provided at a later stage.

Separate trophies will be given for the following Best Categories :

- Best chocolate showpiece
- Best Sweet snack on the go
- Best "My Or Noir story"
- Best moulded praline
- Best patisserie of the day
- Best artistic creation "Where nature goes"

A press award will be given for both the moulded praline and the artistic showpiece.

A separate award will be given for the artistic showpiece which received the most votes on social media.

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.



The winner of the World Chocolate Masters final will get the exclusive opportunity to launch his creations (moulded praline, chocolate bar, and 2 lines of patisserie of the day, and one patisserie of the day declined in a large entremets) at the Harrods Department store in London for a world exclusive sale during the Valentine's Day campaign starting on 1st February 2016 (up until 14th February 2016 for the fresh line of pastry). The winner will travel to Harrods in London on the 29th, 30th and 31st January 2016 for photoshoots, staff training and showpiece demonstration. On launch day (1st February 2016) the winner will be on the shop floor promoting and celebrating his/her products. Travel and accommodation expenses for this occasion will be covered by World Chocolate Masters central organisation.



II. The International Final: general conditions

1. How to register for the international final of the World Chocolate Masters

1.1 Sending recipes

Recipes need to be provided in English, directly entered into the website : www.worldchocolatemasters.com, imperatively before September 1st 2015. A recipe booklet per candidate will be handed over to jury members who will use it for the evaluation. After that date, the organising committee cannot guarantee production of the candidate's recipe books, which could as a consequence lead to disqualification for the candidate. There will be no exception.

The recipe form to be filled in online features a field called "short description" allowing contestants to insert any relevant information about their creation (i.e. how creation is correlated to the theme or any other notable information), this description will be limited to 120 words.

The recipes and descriptions will be featured on the World Chocolate Master's website after the final competition.

1.2 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 six months prior to the competition date. In case of withdrawal after this date, the Organising Committee may charge the withdrawing applicant for any costs that may have been incurred in connection with his or her application, up to the amount of 3000 Euros.

2. The creations

Each contestant is expected to produce the following items in front of the jury. He/she is free to repeat his/her creations from the national selections or present new creations. Innovative and creative recipes will be highly appreciated by the jury. Contestants must produce the following creations based on the "Inspiration from Nature" theme

Assignment	% of points in total score
Day 1 and Day 2 for all candidates	
Chocolate Showpiece	17%
Moulded Pralines	15%
"My Or Noir story"	15 %
Sweet snack on the go	15%
Kitchen Skills	10%
Day 3 for the 10 candidates selected at end of Day 2	
Patisserie of the day	15%
Creation "Where Nature Goes"	13%

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.

This is an individual competition and contestants will only be allowed to have help for the loading/unloading for their material, and the transportation of their showpieces, once created, inside the competition venue. Candidates are not allowed to have assistants to help in washing utensils during the competition.

Important : Whenever candidates use fruit purees, only Capfruit (platinum sponsor) purées can be used.

However, **for the Patisserie of the Day, it is mandatory to use Capfruit purées.**



2.1 Chocolate Showpiece (17% of final score)

Specifications:

Each contestant will assemble on site the chocolate parts he/she has prepared and brought along, into a large artistic chocolate showpiece reflecting the theme “Inspiration from Nature”. Contestants are allowed to bring structural elements to the competition (ex. A sculpted base). The structural elements composed of many 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). Nothing can be preassembled or glued together. If some parts of the showpiece are made using a mould, the mould must be brought to the competition and will be made available to jury members when they check the working stations.

The Organising Committee will provide precrystallised standard dark (Extra bitter Guayaquil 64%), milk (Lactée Supérieure 38%) ,and white (Zéphyr) chocolate in the automatic tempering machines, but candidates are responsible for controlling the perfect pre-crystallisation of their chocolate.

The showpiece will consist of 100% finished chocolate products and other cocoa-derived products (cocoa butter, cocoa powder, nibs, cocoa shells, cocoa mass, plastic chocolate). Sugar as a pure ingredient is not allowed. Only colourings made of cocoa butter can be used as well as bronze, silver and gold powder and leaves.

Dimension of base :

A black base measuring 40cm x 40cm, 10cm in height, will be provided by the organisation. No part of the showpiece can extend over the 40x40cm base. Height of the showpiece : Minimum 1m high – maximum 2m high, excluding the base provided.

Important Note :

The showpiece must be built on the front work table. It will be judged on its base in each contestant’s front work table, facing the front of the room.

The jury has the right to perforate the pieces of art to check them. Pieces of art containing prohibited elements will automatically be disqualified.



Presentation:

The showpiece will be moved after the judging for display. Candidates can be assisted by 1 person of their choice, (wearing a chef's jacket, not provided by the WCM central organisation), to move their showpiece and place it onto the display area. Contestants are not allowed to add any supplementary base or background.

Each candidate will be allocated a maximum of 3 minutes to introduce his/her showpiece to the jury members.

Judging :

The jury will evaluate the showpieces on the following criteria :

- Interpretation of the theme
- Creativity originality
- Balance & harmony
- Execution

2.2 Sweet snack on the go (15% of final score)

Specification:

Candidates will create a type of chocolate to go which the jury would grab and eat on the go. For this assignment candidates must create a whole concept (the snack itself but also its packaging/container (without any brand mentioned), as if it was to be sold in a food truck or a shop. The snack /finger food can be a confectionary, a pastry, ice cream or a bakery creation, such as for example cupcake, chocolate bar, ice cream bar etc...

This assignment will have to be entirely made from scratch during the competition.

Each candidate will be allocated a maximum of 2 minutes to introduce his/her concept to the jury members.

Quantity:

14 individual creations, made during competition :

- 1 for photography
- 1 for interview set
- 12 for tasting

Additionally, 2 individual creations to be brought before the competition for display. (Both the creations brought and the ones finished during the competition, must be strictly identical)

Presentation :

Jury will pick up snack at contestant's work station and will taste it while the contestant explains the concept.

Judging :

The jury will evaluate the "sweet snack on the go" concept on the following criteria, with major emphasis on street food and snacking 'on the to' :

- Interpretation of the theme
- Visual aspect
- Overall taste and texture
- Creativity

2.3 “My Or Noir story” (15% of final score)

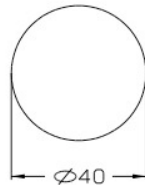
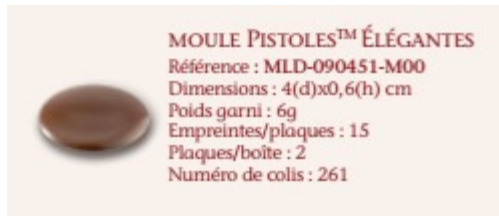
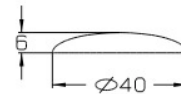
Specifications :

In this assignment candidates will create an exclusive chocolate (dark or milk) with their own recipe (elaborated in the Meulan Or Noir Lab) reflecting their unique profile.

Following his/her visit to the Or Noir Lab, a total of 35 kg of his/her individual chocolate recipe will be sent to the candidates address.

An additional 5kg will be provided to candidates during the competition.

Candidates will receive a mould Pistoles Elegantes provided by Cacao Barry during their visit at the Or Noir Lab.



ISOMETRIC VIEW



Each candidate will make :

- moulded pistoles using their own Or Noir Chocolate. These pistols must contain only the Or Noir chocolate. No other ingredient will be allowed such as inclusions or choc spray...)
The use of the Pistoles Elegantes mould is compulsory
- a very unique hand-dipped chocolate ganache truffle featuring the unique flavour profile of their chocolate. The truffle must be elaborated in a traditional way, using classic ingredients such as cream, butter, glucose syrup, inverted sugar and chocolate, in order to preserve the perfect taste of the Or Noir chocolate (no other flavors allowed). This ganache should be piped or filled in a truffle shell (made with Or Noir chocolate).

Judges will taste contestant's both Or Noir pistoles and ganache truffles at the same time.

Quantity/Size

60 Or Noir truffles and 80 Or Noir pistoles must be brought already finished and handed over to the committee before competition starts. Another set of minimum 23 truffles will be dipped and decorated by hand during the competition. Both the truffle brought and the ones finished during the competition, must be strictly identical.

Maximum weight per truffle : 13 grams.



Presentation :

Plates for tasting are supplied by the organising committee

Each candidate will be allocated a maximum of 2 minutes to explain to the jury members why she/he chose this unique taste profile and to describe his/her experience at the Or Noir Lab.

Important Note :

For this assignment, contestants have to temper the chocolate themselves and cannot use the automatic tempering machines. Apart from the chocolate, all contestants must bring all ingredients, moulds and other necessary material.

Judging

The jury will evaluate the “My Or Noir” chocolate on the following criteria :

- Visual Aspect
- Taste and texture
- Creativity
- Use of contestant’s Or Noir chocolate

2.4 Moulded praline (15% of final score)

Specifications:

Each contestant will make moulded pralines which are in compliance with the theme “Inspiration from Nature”. Contestant must bring their own customized mould (provided by WCM sponsor Chocolate World). The pralines need to contain at least two different layers of two different textures, one of which must be a ganache. The chocolate shell and decoration are not considered as a texture.

Quantity/Weight:

70 pralines must be brought already finished and handed over to the committee before the competition starts (these will be used for press tasting). Another set of minimum 32 pieces will be made entirely during the competition. Maximum weight per praline is 13 grams including decoration.

Presentation:

Plates for tasting are supplied by the organizing committee.

Important note:

All contestants must bring all ingredients, moulds and other necessary material.

Judging :

The jury will evaluate the moulded pralines on the following criteria :

- Interpretation of the theme
- Visual aspect
- Taste and texture
- Creativity



2.5 Patisserie of the Day (15% of final score)

Specifications:

Each contestant will make a patisserie of the day, following the theme “Inspiration from Nature”. The patisserie of the day must contain at least three different textural elements and have an explicit chocolate taste. The use of a fruit purée from Capfruit (Platinum sponsor) is compulsory in this assignment.

Patisserie of the day is a fresh and delicate pastry which is meant to be displayed and made “à la minute” or fresh each morning in a “salon de thé” or high end patisserie boutique. A traditional example of a patisserie of the day might be a Saint-Honoré, Millefeuille or Éclair. Candidates are free to choose the shape and size of their patisserie but must adhere to the weight guidelines below.

Quantity//Weight :

- 1 patisserie of the day weighing between 480-780 grams, which will be used for photography
- 14 individual portions weighing between 60-90 grams, which will be used for tasting

Presentation:

The contestant will present the Patisserie of the day to the jury onto plates provided by the Organising Committee.

Each elements of the patisserie of the day must be done during the competition. Only the base can be brought raw and bake during the competition (Ex: puff pastry, sponge, choux paste,...)

Judging :

The jury will evaluate the Patisserie of the Day on the following criteria :

- Interpretation of the theme
- Visual aspect
- Overall taste and texture (dominant dark chocolate taste)
- Creativity

Important Note : The judges will be looking for a fresh, creative, delicate, short shelf-life patisserie product.

2.6 Artistic Creation “Where Nature Goes...” (13% of final score)

The creations “Where Nature Goes...” must be in compliance with the theme “Inspiration from Nature”. Contestants will work on a “broken cage” supplied by the Organizing committee (see picture below) ; Contestants will use this cage as the base for their creation using their imagination to represent and display “where nature goes...” according to their interpretation. Each contestant will assemble the chocolate parts (a chocolate part could be for example an entire flower,...) he/she has prepared and brought along.

The final product will consist of 100% chocolate products (except the support provided) and other cocoa-derived products (cocoa butter, cocoa powder, nibs, cocoa shells, cocoa mass, plastic chocolate). Sugar as a pure ingredient is not allowed.

Only colourings made of cocoa butter can be used with the exception of edible gold, silver and bronze powder and leaves. The Organizing Committee will provide pre-crystallised standard dark (Extra Bitter Guyaquil 64%), milk (Lactée Supérieure 38%) and white (Zephyr) chocolate in the automatic tempering machines, but contestants are responsible for controlling the perfect pre-crystallisation of their chocolate.

Contestants are allowed to bring structural elements to the competition. If some parts of the showpiece are made using a mould, the mould must be brought to the competition.

Quantity/size :
One creation

Presentation :

Four months prior to the competition, each contestant will receive one sample of the “broken cage”. On Day 3 of the final competition the Top 10 finalists will receive a new “broken cage”, similar to the one they received at home, but not strictly identical because the “broken cages” are hand-made. Contestants are not allowed to use any other support nor make any changes in any way to the base provided.

Important Note :

The showpiece must be built on the front work table.

Jury will particularly pay attention to the way the broken cage will be exploited in this assignment.

Creations containing prohibited elements will automatically be disqualified. The creation must be brought to the display area by contestants themselves. It will be evaluated by the jury once set on the final display.

Judging :

The jury will evaluate the creation “Where Nature Goes...” on the following criteria :

- Interpretation of the theme
- Creativity and originality
- Balance and harmony
- Execution (neatness of the montage)





2.7 Kitchen Skills (10% of final score)

Each contestant will be judged on their technical skills, organization and cleanliness.

Judging: The jury will evaluate the kitchen skills on the following criteria:

- Technical Skills
- General Hygiene / cleanliness of workspace
- Flow of work / organisation of materials
- Professional attitude

2.8 Already-made creations to be brought to the competition

Each contestant will bring at the beginning of the competition the following creations, already made :

- Moulded pralines : 70 pralines must be brought already finished, to be used for press tasting at the start of the competition. (Both the pralines brought and the ones finished during the competition must be strictly identical).
- “My Or Noir Story” : 60 Or Noir truffles and 80 Or Noir moulded Pistoles Elegantes must be brought already finished, and handed over to the organising committee before the competition starts. (Both the truffle brought and the ones finished during the competition, must be strictly identical).
- Sweet snack on the go : 2 creations for display in the innovation gallery (if ice-cream or any melting product is used in this creation, a factice creation can be brought). Both the creations brought and the ones finished during the competition, must be strictly identical).

III. Practical information

3.1 Time and schedule of the finals :

The schedule below is indicative and may be subject to changes. All contestants will receive an individual time table at least 2 months before the competition. All contestants have to attend the common briefing before the competition. They will be personally informed about the details.

Tuesday, 27th October 2015

12 h 00 – 13 h 15	General briefing for contestants & jury members Photo shoot (portrait) of each candidate
13 h 30 – 14 h 30	Additional briefing for jury members Photo shoot (portrait) of jury member
14 h 30 – 16 h 30	Group 1 and Group 2 unload material at Salon Du Chocolat
15 h 30 – 20 h 00	Rehearsal

Wednesday, 28th October 2015

(8 hours work for contestants **Group 1**)

10h00	Opening ceremony
10h15	Competition starting time
18h15	End of competition

Judging times :

13h15 – 14h05	Showpieces on the candidates front work table for judging Moving of the showpieces to final display
14h45 – 15h25	My Or Noir story
16h15 – 17h15	Sweet snack on the go
18h00 – 18h45	Moulded pralines
18h15 – 19h00	Cleaning of the work boxes

Thursday, 29th October 2015

(8 hours work for contestants **Group 2**)

9h00	Opening Ceremony
9h15	Competition starting time
17h15	End of competition

Judging times :

12h15 – 13h05	Showpieces on the candidates front work table for judging Moving of the showpieces to final display
13h45 – 14h25	My Or Noir story
15h15 – 16h15	Sweet snack on the go



17h00 – 17h30 Moulded pralines

18h00 – 18h15 Proclamation of the Top 10 finalists

After their work period, candidates have a strict schedule of 60 minutes to clear and clean their workspace for the next contestant. **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.

Friday, 30th October 2015

Only the Top 10 finalists

(5 hours and 30 minutes work hours for the Top 10 finalists)

10h00 Opening ceremony
10h15 competition starting time
15h45 End of competition

Judging times :

12h45 – 14h15 Patisserie of the Day
15h45 “Where Nature Goes...” + moving the pieces to display area
18h00 Results Proclamation

3.2 Ingredients and equipment

The contestants will bring all work material and ingredients, except for chocolate. The ingredients must be brought in individual, pre-weighed and clearly labelled containers. Each ingredient must be kept separately.

Contestants are responsible for the shipment and delivery of their equipment and material. Barry Callebaut will not be held responsible for any loss, breakage or theft of this equipment.

3.3 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:

- *Chocolate Showpiece (17%)*
- *Sweet Snack on the Go (15%)*
- *“My Or Noir Story” (15%)*
- *Moulded Praline (15%)*
- *Patisserie of the Day (15%)*
- *Creation “Where Nature Goes...” (13%)*
- *Kitchen Skills (10%)*



3.4 Travel

World Chocolate Masters Organization will cover transportation for candidates and jury members under the following conditions.

- Economy flights for contestants and jury members only. No extras of any kind will be considered.
- No refund will be provided for parking, taxis or any other type.
- Barry Callebaut / World Chocolate Masters Organization cannot be held responsible for any loss, breakage, or theft of luggage nor for any excess luggage.
- For candidates driving by car, mileage will be reimbursed at rate of 0,59€/km. This includes gasoline. World Chocolate Masters Organization will not reimburse any Toll fees, car or truck rental.
- World Chocolate Masters Organization cannot be held responsible for any accident occurring during the travel to the WCM competition.
- All required local transportation will be provided by World Chocolate Masters Organization in accordance with the 3-days programs. No individual transportation fee will be refunded.

3.5 Preparation (before the competition)

The World Chocolate Masters Organization offers contestants the possibility to prepare in Paris one week before, by making available one place per contestant in a lab. More details will be communicated end of March 2015.

3.6 General conditions

- Each contestant will work without assistance from third parties.
- Candidates will be provided with Chef's jackets and aprons by the organising committee, to be worn at all times during the competition
- Jury members will be provided with Chef's jackets by the organising committee, to be worn at all times during the competition
- 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 is 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 Committee of the World Chocolate Masters. The English version of the rules remains the official reference of the binding rules of the final competition of the World Chocolate Masters.
- By participating in the final competition of the World Chocolate Masters, each contestant automatically gives the Organising Committee of the World Chocolate Masters, Cacao Barry and the sponsors 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 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 International final of 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 Organising Committee, the organising brand Cacao Barry, and the sponsors. 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/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 Organising Committee, Cacao Barry and the sponsors. 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 final competition of the World Chocolate Masters, the contestant confirms his or her complete acceptance of the current competition rules.

3.7. 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 : +33 1 30 22 85 25
worldchocolatemasters@barry-callebaut.com
www.worldchocolatemasters.com

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