

2011 Chocolatier of the Year Competition

Pastry Live supports small business owners!

Are you a small business owner?

Are you looking for an affordable way to bring national exposure to your culinary work?

Do you want to know how your work measures up against others in the industry?

Do you want to learn what the public thinks of your bon bons?

If so, you need to enter the Pastry Live Chocolatier of the Year Competition!

Pastry Live wants to highlight the best chefs in the industry as well as bring promotional attention to their businesses. To this effect, we have developed a competition format that is politic free, affordable and easy to participate in. To complete, you need to register your name and company with Pastry Live. The registration form can be found at <http://www.pastrylive.com/chocolatier-of-the-year/> If you are accepted, you will be asked to express mail your chocolates to the event at your own expense. Of course, we prefer if you are able to be at the event, but we understand it can be costly to be away from your kitchen for too long (unless you are already attending Pastry Live!). If you cannot be at the event, you are required to inform us who will act as your representative during the competition. Your representative is responsible for unpacking your bon bons and making them presentation ready. Your registered representative will need to be in the judging area during the tasting and should be ready to answer recipe questions from the judges.

Once your bon bons are in the care of the event, they will be judged by the World Class Panel of Judges. The highest point recipient will be declared the first place winner by Pastry Live. The remaining portion of the bon bons will be released for a special audience tasting. The audience tasters will have purchased special tickets in order to have the right to taste your chocolates. The audience will include the general public as well as food writers, sponsors and media personnel. The audience tasters will be given a comment card and score card which will be collected in order to tally the scores. All score cards will be made available to the chef participants at a later time.

It is our intention to provide the highest level of chef peer judging as well as the additional category of audience choice. Our goal is to build a competition that the audience can interact with as well as to provide marketing feedback to the chefs. It is a great way to see what your potential customers are thinking!

Competitor Experience

Not only will all participants gain valuable experience in a competition setting, but they will also have the opportunity to put their name and business in front of a large group of peers. Participants can also benefit from exposure to the trade press, which may give a boost to their professional career. The winning chocolatier will be named The Chocolatier of the Year.

Registration

1. Registration for the 2011 Chocolatier of the Year Competition

Complete the **registration form** found at <http://www.pastrylive.com/chocolatier-of-the-year/> and send it to **chef@showpiecechampionship.com**. Please provide all requested information.

If accepted to compete, **send us of two of your personal recipes** which include:

- One recipe for your signature molded chocolate
- One recipe of a “creative” cut or shaped bon bon that showcases
 - Enrobing skills
 - Flavor profiles
 - Creative flair

These recipes must give us a clear impression of your professional knowledge and experience in the techniques of working as a chocolatier.

2. Confirmation

Everyone applying for participation in the Pastry Live 2011 Chocolatier of the Year Competition will be informed of his/her participation by The Pastry Live competition committee no later than August 1st, 2011

4. Rules

The rules for the Pastry Live 2011 Chocolatier of the Year Competition begin on the next page. By registering, you declare your full acceptance of all the rules defined here.

Conditions

Anyone who meets the following criteria can apply for participation in this competition

1. Occupation

All registrants must be employed in or own their own chocolate shop. By entering, participants acknowledge that they have permission to represent their place of business.

2. Age

All participants must be at least 18 years of age before August 26th, 2011

Note***

If you cannot be at the event, you are required to inform us of who will act as your representative during the competition. Your representative is responsible for unpacking your chocolates and making them presentation ready. Your registered representative will need to be in the judging area during the tasting and should be ready to answer recipe questions from the judges.

Rules

1. The Recipes

At least 14 days prior to the competition, each participant will provide a written recipe of:

- One recipe for your signature molded chocolate
- One recipe of a “creative” cut or shaped bon bon that showcases:
 - Enrobing skills
 - Flavor profiles
 - Creative flair
- Each recipe must include a detailed list of ingredients, a description of the work methods and a cross-section of the bon bon (praline).
- These recipes must be sent in as a word document.

2. The Bon Bons/Pralines

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

Day of Competition:

- Each contestant must bring **5 dozen of each** of their two bon bons/pralines on the day of the competition.
- These are made solely and personally by the contestant. Marking any creations with chef name or any other name or brand indication (e.g. logo) is entirely prohibited
- Each bon bon/praline may have a maximum weight of 20g
- Ten pieces of each bon bon/praline will be plated on provided platters.
- The remaining pieces of each bon bon/praline will be used for the People’s Choice Award

Date & Location

1. Date and location

Sunday August 28th, 11:30am to 1:00pm

The Retreat at Perimeter Summit, Atlanta Georgia 30319

2. Competition Schedule

11:00am Contestants and Judges arrive

11:30am Start of the competition

1:00pm Competition ends

Winners will be announced at the official awards ceremony at 3:30 pm

3. Judges Evaluation

The judges consist of chocolate experts who are active in pastry, chocolate, restaurant or catering industries or provide professional training. The judges will assess each participant for:

- His/her bon bons/pralines
- His/her signature/creative dessert
- The taste or flavor profile
- New and interesting techniques
- Skill level and uniformity of product