



MONDAY 10TH APRIL 2017

CALVADOS NOUVELLE VOGUE INTERNATIONAL TROPHIES

LONG & SHORT DRINK COMPETITION

IBA Rules & Regulations

FOR MORE INFORMATION

Contact : Pascale Guillard or Florence Basseux
Agence Michèle Fréné Conseil
Tél : +33 2 31 75 31 00 - Fax : +33 2 31 73 43 43
+ 33 6 76 94 03 44 / +33 6 38 17 36 67
Mail : mfc@michele-frene-conseil.fr

CALVADOS NOUVELLE VOGUE INTERNATIONAL TROPHIES

International Calvados-based cocktails
creative competition



An event organized by the IDAC
(Interprofession des Appellations Cidricoles,
Syndicate of Cider-producing Labels of Origin)

2017 Edition

In 2017, the Calvados Nouvelle Vogue International Trophies
will be held for the 21st time...

Each year, the IDAC - Syndicate of Cider-producing Labels of Origin -
along with Calvados producers, invite candidates to imagine,
conceive and design their cocktail according to a general theme
that is deeply rooted into the culture and heritage of Normandy.

This year... let us give you...

THE SEA... THE SEASIDE...

...few words that encompass so many interpretations...
discoveries, adventure, temperaments, openness, horizon, sun and storm,
but also idleness, swimming, walking, fishing, cruising...

« Free man, you will always cherish the sea »*

Now tell us, dear free bartender, which sea are you cherishing ?

**Your Calvados-based cocktail
will have to reflect what the sea means for you.**

* Charles Baudelaire

The International Trophies will be held in Granville, 9th and 10th April 2017

To avoid any misunderstandings.....

The Calvados Nouvelle Vogue International Trophies are a creative cocktail competition – **short and long drinks** – using Calvados apple brandy as a base.

Governed by the rules and regulations of the Association of French Bartenders, the Calvados Nouvelle Vogue International Trophies do not allow the mixture of two base spirits.

Cocktails including Calvados and Vodka, Calvados and Gin, Calvados and Whisky... etc are therefore not admissible and will be automatically disqualified from the competition.

Warnings!

- . Please, fill in the technical form in word processing software.
- . Please, check the cocktail description before sending it.
Once received by Michèle Fréné Conseil, no alterations will be accepted.
- . Any breach of the present rules and regulations will lead to the cocktail's disqualification.

AGENDA

Key Dates

5th DECEMBER 2016

Set deadline for giving us your pre-selections date

13th FEBRUARY 2017

Set deadline for organizing your pre-selections

20TH FEBRUARY 2017

Set deadline for sending us technical forms

9th & 10th APRIL 2017

Calvados Nouvelle Vogue International Trophies

**COMPETITION
RULES AND
REGULATIONS**

ARTICLE 1

Generalities 1

The IDAC, Interprofession des Appellations Cidricoles (Syndicate of Cider-based product labels of origin), in partnership with ABF Normandie and the « François Rabelais » Technical Catering School in Iffs, is organising a competition open to:

. Students and professional bartenders, linked to the IBA via:

- | | | | |
|---------------------|----------------|---------------|------------------------|
| - the U.B.B | for Belgium | - the P.B.A. | for Poland |
| - the E.B.A | for Estonia | - the B.A.R | for Russia |
| - the D.B.U | for Germany | - the F.A.B.E | for Spain |
| - the F.B.S.K | for Finland | - the S.B.G | for Sweden |
| - the ABF Normandie | for France | - the S.B.U | for Switzerland |
| - the L.B.F | for Latvia | - the N.B.C | for The Netherlands |
| - the A.L.B | for Luxembourg | - the U.K.B.G | for The United Kingdom |

ARTICLE 2

Generalities 2

The purpose of the competition is to enhance the attractiveness of Calvados apple brandy by using it as the basis of a long or short cocktail (before or after dinner).

ARTICLE 3

Cocktail Creation

The Calvados Nouvelle Vogue International Trophies are a cocktail competition based on creativity. Recipes must be a competitor's creation, not a copycat.
Every copycat recipe would be disqualified.

**NEW. In order to answer the request of many bartenders,
Calvados are not drawn anymore during the international competition.
Thank you to note that candidates have to mention, on the Technical Form,
the brand of Calvados they will be using in their recipe.
THIS CALVADOS HAS TO BE BOTTLED IN FRANCE**

**The day of the competition, we will provide them with the Calvados they have chosen,
and that will be conditioned in an unbranded bottle.**

ARTICLE 4

Présélections

Holding a pre-selections contest is mandatory and an essential condition in order to take part in the Calvados Nouvelle Vogue International Trophies. Planned and coordinated by the participating organisations -MCB bartending schools, French ABF Normandy and IBA delegations- these pre-selections are meant to select the finalists (student and professional) who will compete in the Trophies finals.

Pre-selections shall be held prior to the Calvados Nouvelle Vogue International Trophies, according to the competition's official rules & conditions* and the theme of the year.

New: For their recipe, candidates need to choose a Calvados bottled in France. In order to make their cocktail on the pre-selection day, they have to bring their own Calvados bottle.

But.. the purpose of this event organised by the IDAC stays, nevertheless, the discovery of the Calvados apple brandy. Therefore, the participating organisation in each country, is committed to present a minimum of 3 Calvados Houses during the pre-selections. Calvados producers can send one or several bottles of Calvados to every association in each country, via their importer.

In addition, Calvados producers representing the IDAC, might attend the pre-selections contest and even help in its organisation. In agreement with the organisation of each country, they can give a conference on Calvados. They must integrate the tasting jury.

Importers who will attend the pre-selections can as well become a member of the tasting jury.

Therefore, it is imperative to forward to Michèle Fréné Conseil, the date and venue of this year's pre-selections, before 5th December 2016 in order for the IDAC to duly inform the Calvados producers who need to plan their travel ahead.

For everyone's convenience, and in order to facilitate the preparation of the finals in Normandy, your pre-selections must be settled and done before **13th February 2017.**

*** Pre-selections budget for foreign delegations.**

Delegations can benefit from the financial support of IDAC with a maximum of €1,000 including taxes. This support aims at contributing to the organisation of your pre-selections and is subject to the provision of the following information and proofs of expenditure:

- costs borne
- pre-selection contest venue
- **number of professional participants (minimum 8)**
- **number of bartending students (minimum 8)**
- candidates' technical forms (cocktail description)
- detailed composition of your jury: preparation and tasting
- photos of your pre-selection contest
- photos of displayed Calvados bottles
- invitations to the contest, names of invited journalists and importers

Should the delegation fail to abide by the above requirements, the IDAC will not be in a position to financially support the organisation of the pre-selections.

ARTICLE 5

Competition events

Practical Test - Creation of a Calvados-based cocktail.

Proposed recipes should be detailed in processing software (and not hand-written) on the technical forms (provided with the application form) and should clearly indicate: the name of the cocktail, the products used, their quantity in centilitres, trimmings and the chosen cocktail category (short or long drink), in addition to the oral argument of the candidate... as well as the type of Glassware chosen... and the Calvados brand.

Oral Test

Each candidate will have 2 to 3 minutes to present his cocktail orally and explain the link between his (her) creation and the theme of the year.

Theoretical Test

For MCB participants and International Catering Schools, the practical event is preceded by a theoretical test on the candidate's knowledge of Calvados and its applications in the preparation of cocktails (30 minutes)

**Please note that verbal explanation and argumentation count as a major part of the contest's final evaluation. So make sure to practice!
Argumentation will be written on the Technical Form.**

DRESS CODE. Students in bartending should be wearing the bartender uniform of their school. Professional bartenders, should be wearing their professional uniform; they should also supply their own bar equipment.

ARTICLE 6

Restrictions

- . Calvados is the **only base alcohol** accepted in each composition.
- . Cocktails including Calvados and Vodka, Calvados and Gin, Calvados and Whisky... etc are therefore not admissible and will be subject to immediate disqualification.
- . **NEW: all Calvados are now authorized (of all ages)**
- . Compositions should not exceed 7cl of alcohol.
- . Cocktails should contain no more than 6 ingredients:
syrups, granulated/caster sugar, cane sugar, dashes and drops included.
- . Fruits placed in a glass and crushed, are considered as 1 ingredient.
- . Hot compositions are excluded.
- . Glassware is provided by the organisers, however candidates can bring their own glasses (4 identical glasses).
- . It is mandatory to indicate the chosen glassware on the technical form
- . Each participant supplies his/her own bar equipment (shaker, sieve, mixing glass, mixer...)
- . **Only edible trimmings, prepared during the competition, will be accepted. It is imperative that the decoration stands on the glass and the glass only. Decoration beside the glass is not allowed.**
- . Participants provide the ingredients, excluding the following: Calvados, Poiré (perry) Domfront, Cider from Pays d'Auge, Pommeau of Normandy.
- . The IDAC will also provide: lemons, limes, pineapple, red apples, green apples, kiwi fruit, oranges, strawberries, raspberries, mint leaves.
- . If the candidate needs other fruits or spices, he will bring them.
- . **Homemade mixture - like bitter, syrup, juice... are accepted.**
- . **For security reasons, blowtorches are not allowed.**

For a long drink cocktail of your own creation, of 12 to 15cl, the quantity of Calvados used in the recipe should be at least 3cl.

For a short drink of your own creation (before or after dinner) of 7 to 9cl, the quantity of Calvados used in the recipe should be at least 3cl.

Each participant will be asked to prepare four glasses of his/her cocktail within a time limit of seven minutes for a long drink and five minutes for a short drink.

For the short drink cocktail, only one shake is accepted.

In the case of a tie, a re-shake will be organised.

Participants will be judged by two juries. First jury will evaluate presentation, execution, skills, and argument. Second jury will evaluate the cocktail according to its aspect, aroma, taste and aftertaste (3 tables of 3 persons).

ARTICLE 7

Publication

Finalists' recipes are likely to be published in the press/internet/material and by the IDAC.

Professional photographers will take pictures during the event. And a video will be filmed.

Consequently, all candidates agree to abandon any rights pertaining to their image (picture) and to their cocktail to the IDAC and Michèle Fréné Conseil; and certify the originality of their recipe.

ARTICLE 8

Calendar of events

MONDAY 05TH DECEMBER 2016

Set deadline for giving us your pre-selections date

MONDAY 13TH FEBRUARY 2017

Set deadline for organizing your pre-selections

MONDAY 20TH FEBRUARY 2017

Set deadline for sending us technical forms

To Michèle Fréné Conseil agency

> By mail: 5, rue des Mazurettes - 14000 Caen – FRANCE

> By e-mail: mfc@michele-frene-conseil.fr

MONDAY 10TH APRIL 2017

CALVADOS NOUVELLE VOGUE INTERNATIONAL TROPHIES. In Granville, Normandy.

International's finals:

- . 1 international competition for bartending students
- . 1 international competition for professional bartenders
- . 1 journalists' competition (new, who have never participated yet in the competition)

ARTICLE 9

Travelling expenses

Travelling expenses are financed by the IDAC on the basis of a second-class SNCF railway ticket. For reimbursement, proof of purchase (train/plane tickets, fuel receipt, toll receipt) should be forwarded to Michèle Fréné Conseil before the **31st of May 2017**.

No request for reimbursement will be taken into account after that date.

ARTICLE 10

Commitment

Participants in the « Calvados Nouvelle Vogue International Trophies » agree to respect the present rules and regulations; the jury's decision is final.

ARTICLE 11

Disqualification

Any recipe, which fails to conform to the present rules and regulations, will automatically be disqualified.

Facing the increasing success of the competition and in an endeavour to enable new IBA delegations to participate, two countries (selected, by drawing lots, among the five countries having totalled the least number of points during the 2017 edition) will give up their place for a minimum of two years.

INVITED BARTENDERS' ASSOCIATIONS & CATERING SCHOOLS

Professional Bartender's Associations from:

Belgium / U.B.B
Estonia / E.B.A
Finland / F.B.S.K
France / A.B.F. Normandy
Germany / D.B.U
United-Kingdom / U.K.G.B
Netherlands / N.B.C
Latvia / L.B.F
Luxembourg / ALB
Poland / P.B.A
Russia / B.A.R
Spain / F.A.B.E
Switzerland / S.B.U
Sweden / S.B.G

French Catering Schools

CFP d'Angers
Ecole Ferrandi - Paris
Faculté des Métiers - Cannes
Faculté des Métiers - Rennes
LEP Montaleau - Sucy-en-Brie
Lycée Hôtelier - La Rochelle
Lycée Condorcet Hôtelier Industriel Tertiaire - Arcachon
Lycée Technique Hôtelier - Marseille
Lycée de l'Hôtellerie et de la Restauration «François Rabelais» - Iffs
Lycée Technique Hôtelier - Talence
Lycée Professionnel Edouard Brandy - La-Roche-sur-Yon
Lycée Technique Hôtelier - Illkirch - Graffenstaden
Lycée Hôtelier Paul Augier - Nice
Lycée Polyvalent Vauban - Aire-sur-la-Lys
Lycée Professionnel Santos Dumont - Saint-Cloud
Lycée Technique Hôtelier Sainte Anne - Saint Nazaire
Lycée Technique Hôtelier - Eragny-sur-Oise
Lycée Hôtelier - Gérardmer
Lycée Hôtelier Georges Frêche - Montpellier
CFA UTEC - Emerainville

CONTACT INFORMATION

For the IDAC

Agence Michèle Fréné Conseil
Michèle Fréné / Pascale Guillard / Florence Basseux
5, rue des Mazurettes
14000 Caen
Tél : (00 33) 2 31 75 31 00
Port : (00 33) 6 08 83 01 30 – (00 33) 6 76 94 03 44 – (00 33) 6 38 17 36 67
Fax : (00 33) 2 31 73 43 43
E-mail : mfc@michele-frene-conseil.fr

For French Professional Bartenders

Marc Jean
Tél : (00 33) 2 31 98 65 06 (Hôtel Normandy)
Port. : (00 33) 6 30 74 31 96
E-mail : mjean@lucienbarriere.com

Dominique Grousseau
Tél : (00 33) 6 70 52 54 20
E-mail : dom.grousseau@cegetel.net

For the François Rabelais Catering School

1, rue Elsa Triolet – BP 52
14123 Ifs
Fax : (00 33) 2 31 43 90 75

Aline Van-Laeys
Tél. (00 33) 6 63 52 51 42
E-mail : olivier.van-laeys@orange.fr