

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

25-26 JANUARY 2009

PART OF THE SIRHA

14TH INTERNATIONAL HOTEL CATERING AND FOOD TRADE EXHIBITION
24-28 JANUARY 2009 - EUREXPO - LYON - FRANCE

APPLICATION FILE

PLEASE FILL IN AND RETURN BEFORE OCTOBER 15TH 2007

to the Organising Secretariat

SepelCom – GL events – 10, quai Charles De Gaulle F-69463 Lyon Cedex 06 FRANCE Tel.: +33 (0) 478 176 296 - Fax: +33 (0) 478 176 359

E-mail: dgagnieux@sepelcom.com Internet Website: <http://www.cmpatisserie.com>

APPLICATION FILE - 2009

INTRODUCTION



1

IMPORTANT!

This file presents the terms and conditions for application and participation in the 11th World Pastry Cup.

Due to the increasingly large number of applications the organisers will insist on high standards for the organisation of the national selection events. Consequently, they will favour teams that are highly motivated and committed to the preparation of their participation in the World Pastry Cup 2009.

The following elements will help you understand the essential points of the World Pastry Cup 2009 rules, included in the appendix. In case of disagreement or dispute only the original French version will be considered receivable.

We recommend that you read this file carefully, as your application implies full knowledge and acceptance of these rules.

NOTE! Your candidate application file must include:

Payment of **€1200** registration fees

Before October 15th 2007: the 4 summary forms (see appendix) fully completed:

- **Form 1:** Information regarding the candidate country and the President.
- **Form 2:** Information concerning the submission of your application and the details of your national selection. Please specify:
 - Details pertaining to your **national selection event** (date, location, event, sequence)
 - Your **motivation** in representing the World Pastry Cup in your country,
 - The **exact planning** for the organisation of your selection event along with your **communication strategy**
- **Form 3:** Information on the person in charge of the promotional aspects (Promotions Manager)
- **Form 4:** Information relative to the funding of your national selection event(s).

Before October 31st 2008: Form 5: Concerning the team that has been retained following your national selection event(s).

Forms 1 to 4 must be returned bearing the President's signature as they constitute contractual documents engaging the President's responsibility.

A maximum of 20 Countries will be selected for participation in the Contest Finals that will be held in Lyon on January 25th and 26th, 2009.

APPLICATION FILE - 2009

GENERAL INFORMATION

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

2

• CONDITIONS FOR APPLICATION

The World Pastry Cup is an international gastronomy pastry contest open to all countries. Applications must comprise the 4 mandatory forms included in appendix, and should be returned by express mail, email or fax

before October 15th, 2007
to the Organisation Secretariat
SepelCom –GL events
10, quai Charles de Gaulle
69006 LYON -FRANCE
dgagnieux@sepelcom.com
Fax: +33 (0)478 176 359

together with your payment of the €1200 registration fees. Applications imply the acknowledgement and acceptance of the contest rules. The International Organising Committee will examine the applications for approval, before **November 30th, 2007**.

Decisions to reject any applications will be final.

NATIONAL SELECTION EVENT

Each country is required to organise a national selection event, open to all entrants who satisfy the conditions stipulated under the “Teams” section.

- The selection event may be held as part of an existing event recognised by the trade, or be held as a special separate event.
- The selections should take place **before October 31st, 2008**. Applications must include Form 2 “Application submission” (see appendix) together with the registration fees. **Failure to settle the registration fees and/or return the form fully completed will invalidate your application.**
- These national selection events may only be organised by
 - a National Union for UIPCG member countries,
 - the person appointed by the Organising Committee
 - or by the World Pastry Cup Clubs in each country.

In order to increase the contest’s international scope and representativeness, the International Organising Committee may decide to introduce “continental selections” (ex: Europe, South America, Asia...) if the number of candidate countries per continent merits so. In this case the International Organising Committee will inform the countries concerned immediately following the selection meeting.

- **THE PRESIDENT**

The President of each national selection must return the “President” form (see appendix) to the International Organising Committee, including all requested documents.

- **THE PROMOTIONS MANAGER**

In order to promote their national selection event as well as the World Pastry Cup, each country must appoint a person in charge of the promotion and press relations pertaining to the selection event(s), the World Pastry Cup and any related events.

This person will communicate **all documents concerning the organisation and promotion of his/her country’s national selection event to the Organisation Secretariat**. These include press releases, promotional brochures, press-books and promotional posters, which will be taken into account for the “Best Promotion” award.

The International Organising Committee reminds you that documents making use of the World Pastry Cup brand name may not be published without prior authorisation from the Organisation Secretariat.

- **THE TEAMS**

The teams should be composed of three professional pastry cooks (a team leader and two assistants) who may work in pastry shops, hotels, restaurants, schools. The **Team Leader must be a national of the country he/she represents**. Candidates should have at least 5 years professional experience.

- **FINANCING OF THE PARTICIPATION**

The teams competing in the World Pastry Cup 2009 are responsible for the funding of their participation, except for the travel and accommodation expenses (in Lyon) for the 3 team members and the presidents, which will be covered by the organisers.

The World Pastry Cup is the only international contest that offers such a wide range of services to its participants.

The Organising Committee wishes to stress the importance of this effort and is counting on the understanding of all participants, as **all other costs will necessarily be at their expense; in particular costs related to excess luggage due to the transportation of their equipment.**

In seeking partnerships, the sponsors of the contest held in Lyon should be consulted in priority. A list will be sent to you shortly.

The sponsors for the national selections are only entitled to support their selection on a national level. Under no circumstances, except for those sponsors also present in Lyon, may national selection sponsors use their image during the World Pastry Cup contest, under any form, including uniform, etc....

Only the Presidents of the National Selection event have authority to conclude sponsorship contracts on behalf of their national selection.

NB: The “Financing” information form is mandatory and failure to complete the form and return it in due time will result in the invalidation of your application.

- **PLEASE NOTE!**

The “World Pastry Cup” brand and logo are a registered trademark owned by the organisers.

Non-official use of the “World Pastry Cup” brand name and associated names may entail legal proceedings.

The Partners of the participating countries may only use the brand name after approval by Sepelcom and by the World Pastry Cup Club.

DOSSIER DE CANDIDATURE - 2009

NATIONAL SELECTIONS

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

3

• NATIONAL SELECTIONS

Each country is required to organise National Selection events open to the teams under the conditions stipulated in the section concerning “Teams”. These should be organised as part of an existing event recognised by the profession, such as a trade fair or exhibition or may be organised as a separate event.

- The right to use the "World Pastry Cup 2009 – National Selection" brand name is included in the registration fees.

The national selections should be held **by October 31st 2008 at the latest**. Applications must include Form 2 “Candidate application” and should enclose the payment of **€1200** for registration fees. Failure to return this form fully completed and/or failure to pay the registration fee will invalidate the application.

In order to further the international reputation of the contest, the organisation committee will favour national selections organised as part of professional trade fairs or exhibitions. In this case a fee to the amount of €10'000, corresponding to the right to use the World Pastry Cup 2009 name, will be required from the organiser of the exhibition or fair that will benefit from the contest's reputation.

• ORGANISING THE NATIONAL SELECTION EVENTS

The objective of the National Selections is to enable teams of pastry cooks from your country, and who satisfy the criteria for participation, to compete against each other in order to determine the official team that will represent your country in the World Pastry Cup 2009.

This event may only be organised by the National Union for UICPG member countries, by the person appointed by the organising committee or by the World Pastry Cup Clubs of each country, where available.

The first stage consists in determining the details for holding the event at a venue capable of hosting the teams under competition conditions.

This may be:

- as part of a “gastronomy” exhibition where a contest area is set up following the example of the finals in Lyon,
- as a separate event organised in the kitchens of a hotel, a restaurant or a school; or an existing event that will be considered as selection for the World Pastry Cup.

This first stage will also enable you to determine an operational budget for your selection and to start looking for financial partners or sponsors (kitchen equipment manufacturers for instance).

The second stage will consist in recruiting the teams. This may be done:

- through the press via a professional magazine that may be partner to the event,
- by direct information communicated to the members of a National Professional Association, or upon invitation issued by the country's World Pastry Cup Club.

The third stage concerns the promotion and presentation of your selection event to professionals of the sector in your country (through mailing documents for example) and setting up public relations.

The last stage consists in implementing your national selection event and having a jury of national professionals decide which team will represent your country for the finals in Lyon in January 2009.

• **World Pastry Cup Club**

Your national selection events may be organised through a World Pastry Cup Club or by a Selection Committee created for the occasion in the candidate country.

Creating a national World Pastry Cup Club in your country will permit the setting up of a permanent structure bringing together all the Chefs in charge of the selection and the partners. It will also serve to strengthen your national network of professionals and officially entitles you to use the "World Pastry Cup" brand name in your country.

To date, countries that have set up a National World Pastry Cup Club are Belgium, Canada, Spain, the USA, France, Italy, Japan, Lebanon and Morocco.

If you wish to create a World Pastry Cup Club in your country, the Organisation Secretariat is available for enquiries and to assist you with the process.

• **PROMOTION FOR THE NATIONAL SELECTION EVENT**

We encourage the national selection presidents to take the opportunity provided by their application to promote the World Pastry Cup, in particular during the event organised to select the team that will represent their country. All press releases and printed documents to this effect should comply with the guidelines that will be provided by the Organisation Secretariat, after the applications have been validated.

Within the context of the national selections, the "World Pastry Cup" trademark should always be presented as follows:

World Pastry Cup 2009
National Selection (+ Name of Country)
www.cmpatisserie.com

The president of each selection is directly responsible for compliance with the terms of use of the World Pastry Cup trade name.

• **AWARD FOR THE BEST PROMOTIONAL CAMPAIGN**

Before January 1st 2009 at the latest, the Promotions Managers are required to provide a detailed file including all documents related to the promotion of their country's national selection event, and to the promotion of the World Pastry Cup and International Hotel Catering and Food Trade Exhibition, in their respective countries.

These documents may be presented on all types of media (video recordings, Internet website, CD Rom, DVD, paper prints, photographs...). These elements will be used to determine the award for the best promotional campaign.

POSTER PRIZE:

Each national selection is required to prepare a 50x70 cm, (19 x 27.5 inches) **promotional poster** to be used by the local partners.

This poster is intended for distribution to pastry shop owners and other players of the food and catering industry in your country in order to promote your national selection event.

To enable these posters to be published online on the contest's website, please send an Adobe PDF file of this document to the Organisation Secretariat via email.

50 copies of these posters should be sent before December 2008 to the Organisation Secretariat for the “best poster” contest to be organised during the January 2009 finals.

You have until October 15th 2007 to determine the conditions for organising your national selection events and to return the details to us. The International Organising Committee will pay particular attention to the quality and seriousness of the work put in the preparation of these national selections.

The Organisation Secretariat is available for any enquiries and to assist and/or advise you

Attention!

The contest rules constitute an official document presenting all the information necessary in order to submit your application and prepare for the contest that will be held in Lyon on January 25-26, 2009, as part of the 14th International Hotel Catering and Food Trade Exhibition - SIRHA.

All candidate countries, and in particular the Presidents of the National Selections, must acknowledge the contest rules in full as **applications imply the complete acceptance of these rules**.

The President of each selection is responsible for ensuring that his/her national team complies with these rules during their preparation for the contest.

Only the original French version will be considered valid in case of disagreement.

New points for the 2009 edition:

Article 14 Winners

Article 15 Contest Theme, sizes and composition of the pieces

The organiser is available to answer any questions you may have **in writing**.

Enjoy your reading!

11TH WORLD PASTRY CUP CONTEST RULES & REGULATIONS

Article 1:Purpose

The World Pastry Cup pursues several objectives including the appreciation of participants' professional savoir-faire, the demonstration to a wide audience of the evolution and progress made in Culinary Arts, the promotion of new ideas in gastronomy and motivating young professionals. A particular emphasis will be set on carefully prepared, balanced and varied dishes, as well as an appealing presentation.

Article 2:Participants

All countries from the five continents may apply for participation in the World Pastry Cup.

Article 3:National Selection Committee

Each country is required to set up a Selection Committee and should appoint a President who will officiate as International Jury member in the finals to be held in Lyon on January 25 & 26, 2009.

Article 4:International Organising Committee Members' Obligations

Members of the International Organising Committee also coaching one of the teams selected for participation in the competition will not be allowed to officiate in the finals.

Article 5:Application

Countries must return their application files to Sepelcom Organisation Secretariat before October 15th 2007. The International Organising Committee will convene in November 2007 in order to select those countries accepted for participation in the January 2009 contest. The committee's decision is final.

A maximum of 20 nations will be accepted for participation in the contest.

In order to increase the contest's international scope and representative ness, the International Organising Committee may introduce "continental selections" (ex: Europe, South America, Asia...) if the number of candidate countries per continent merits so. In this case the International Organising Committee will inform the countries concerned immediately following the selection meeting.

Each country should settle €1200 registration fees by bank transfer to the following account:

Account holder: SepelCom SA

Banque Populaire Loire et Lyonnais – 141 rue Garibaldi

BP 3152 F-69 211 Lyon Cedex 03 FRANCE

Bank code: 13907 - Branch: 00000 - Account: 00200164885 - Key: 41

IBAN FR76 1390 7000 0000 2001 6488 541 Swift/ Bic:

CCBPFRRPLYO

NB: No applications will be taken into consideration without full payment of the registration fees. Registration fees are not refundable.

Article 6:National Selection Events

In order to apply for participation, each country is required to organise National Selection events.

These national pre-selection events may only be organised by:

- A National Union for U.I.P.C.G. member countries,
- The person appointed by the organising committee,
- The World Pastry Cup Clubs in the candidate countries.

A World Pastry Cup Club or a National Selection Committee may be created for the occasion by the participating countries

Article 7:Teams

The teams are to be composed of three candidates: pastry cook, ice-cream maker and chocolate maker, who may be employed in pastry shops, hotels, restaurants, schools, etc. Each team should include a team leader and two assistants. The team leader must be a national of the country his/her team will be representing. Candidates should have at least 5 years professional experience.

Article 8:National Sponsors

After approval from the Official Partner(s), the Selection Committee of each country may recourse to corporate sponsorship in order to finance the selection events organised in their country. An official letter will be issued by the International Organising Committee to officially mandate the National Organiser.

11TH WORLD PASTRY CUP CONTEST RULES & REGULATIONS

Article 9: *World Pastry Cup Brand Rights*

Sponsors for the national pre-selection events may only use the World Pastry Cup trade name on a local national level and not on an international level. Global communication for these National Selections must be presented as follows:

World Pastry Cup 2009

National Selection + (name of country)

www.cmpatisserie.com

Only the Presidents of the National Selections have authority to negotiate sponsorship contracts for their national selection events.

The €1200 for registration fees includes the right to use the "World Pastry Cup brand name in the context of national selection events, except where these are held during a professional exhibition or trade fair. In this case an additional €10'000 fee (inc. vat) will be required for the rights to use the World Pastry Cup brand name.

Article 10: *Sponsorship Contracts*

National selection sponsorship contracts must be forwarded to the International Organising Committee for information. They should also bear the mention: "Valid for a period of two years: from January 1st 2008 to December 31st 2009."

Article 11: *National Selections Rights*

The International Organising Committee reserves the right to attend the National Selection Events and to use all photos, films, recipes in order to further the international promotion of the contest.

Article 12: *Prizes*

Prizes awarded in the World Pastry Cup will be as follows:

- 1st prize: € 12 000 + 1 Trophy + 1 Gold Medal
- 2nd prize: € 7 000 + 1 Silver Medal
- 3rd prize: € 4 000 + 1 Bronze Medal.

All participants will receive a contest medal and a certificate.

In addition the following will also be awarded:

- a "Sculpted ice" prize
- a special "Chocolate" prize
- a "Sugar" prize
- a "Poster" prize
- a "Team Spirit" prize, awarded by the contest Stewards.
- a "Best Promotion" award rewarding the team that presented the best World Pastry Cup promotional campaign in their country.
- a "Special Press" award attributed by a jury composed of international journalists after the tasting of the chocolate dessert.

Article 13: *Travel Expenses*

Travel (economy class) and accommodation expenses for the team and Jury President will be covered by the International Organising Committee under the terms detailed in the Technical File of the Contest.

Article 14: *Prize-Winners' Obligations*

The prize-winning teams agree to mention the "World Pastry Cup 2009" event on all advertising media, clothing, during all events involving the World Pastry Cup 2009. They further agree to wear the official jacket of the World Pastry Cup during all public relation or promotional events pertaining to the contest.

11TH WORLD PASTRY CUP CONTEST RULES & REGULATIONS

NB: The three Chefs, winners of the “World Pastry Cup 2009” will remain contractually bound to SepelCom for any public relations events and actions organised in the wake of the 2009 edition, for a period of 2 year. Period during which the three Chef agree to give a minimum of 3 days of their time to SepelCom. This latter agrees to give the winners at least two months advance notice concerning such public relations events, except during the two months immediately following the contest. All expenses incurred by the winners during such events will be covered by SepelCom.

Article 15: Contest Theme

The theme for the contest is free and may include for instance: hunting, seasons, etc...

The theme selected by the team must be specified in advance.

Each team is required to execute:

- **3 chocolate desserts using “Valrhona Grand Cru”:**
 - **One dessert for presentation purposes** to serve 6 persons, to be included in a sugar arrangement with 2/3rd cooked sugar (drawn, blown, cast...).
 - **Two desserts for tasting purposes** of same composition to serve 10 persons (portion per person: between 75 g. and 125 g.).

The dessert for presentation and the sugar piece are to be presented on a 60 x 40 cm base, with a height limited to **125 cm maximum** .

The sugar creation must be composed of approximately 20% pastillage, 30% drawn sugar, 20% blown sugar, 30% free.

- **3 frozen fruit desserts** made using Ravifruit products:
 - **One frozen dessert for presentation purposes** to serve 6 persons, to be included in a sculpted hydric ice arrangement.
 - **Two frozen fruit desserts for tasting purposes** of same composition to serve 10 persons (between 100 and 140 g per person)

The frozen dessert must be executed with a fruit dressing/icing (sorbet, ice-cream...). A biscuit base is allowed, if required.

The frozen dessert must include almonds from California decoration (whole, unpeeled, flaked, in powder, minced...).

The presentation desserts, as well as the ice pieces are to be **presented on a 70 x 50 cm base**.

- **1 bloc of hydric ice** is made available to each team (**dimensions 120 x 50 x 40 cm approx.**).

The ice carving must be executed in the areas designed for water collection and equipped with bases (**80 x 80 x 50 cm**) supplied by the organisers. One table per work cubicle is available to place tools and equipment. Candidates must pay attention to the cleanliness of their work areas, as penalties may be applied (no empty boxes lying around, disposal of large ice blocs in the dedicated containers...). Candidates should endeavour to use the maximum volume of the ice blocs supplied, so as to minimise waste. This aspect will be taken into account by the Jury.

The ice-carving work must be finished by 12:30 pm and the work areas should be handed back perfectly clean by 12:40 pm (the organisers will take care of the disposal of water). Failure to comply will entail a 50 points penalty.

- **An all chocolate plate dessert** with artistic arrangement for the buffet, and a **plate dessert for two members of the Jury** (composed of a maximum of 24 persons).

The almonds of California must be one of the key elements of the plate dessert’s composition.

The plate dessert must include entire (uncuted) almonds on decoration, they must be clearly visible and identifiable. Others nuts (walnuts, peanuts, pistachio, hazelnut ..) will not be tolerated as a decoration. Presentation on a 60 x 40 cm base, height limited to **125 cm maximum**.

The chocolate dessert must be composed of approximately 20% moulding, 40% sculpture, 20% modelling, and 20% free chocolate.

The plate (white 28-30 cm plate) will be provided by the organising committee. The plate of desserts must be representative of the country and should include local ingredients

**PART OF THE 14TH INTERNATIONAL HOTEL CATERING AND FOOD TRADE EXHIBITION - SIRHA
LYON - EUREXPO - FRANCE – JANUARY 24-28, 2009**

11TH WORLD PASTRY CUP CONTEST RULES & REGULATIONS

Raw ingredients supplied by the organiser:

- The Valrhona Chocolates range, among the Estate Grown Chocolate, "Concentrés de Chocolat", blends of Grands Crus, Pure Origine Grand Cru, Gourmet Creations, Professional Signature and every other products not included in this range..
- Milk, 35% fat cream, flour, butter, eggs, icing and granulated sugar.
Ravifruit natural frozen fruit puree (Blocs or Pellets): Apricot, Rosemart-apricot, Pineapple, Banana, Boysenberry, blackcurrant (Tenah and Noir de Bourgogne), crushed lemon, Lemon, Lime, Cactus-ginger flower, Citrus-fruit cocktail, Coconut, Sollies Figs, Strawberry, Strawberry-Basil, Wild strawberry, Mara wild Strawberry, non sweet Strawberry, Raspberry, non sweet raspberry, Wild fruit § Red fruit, Guava, Griotte cherry, Gooseberry, Kiwi, Litchi, Mandarin, Mango, Mango-Jasmin, Chestnut, Honeydew melon, Cherry plumb, Blackberry, Bilberry, Orange, Blood Orange, Pabana, Pink grapefruit, Papaya, Passion fruit, White peach, Yellow peach, Vine peach, Comice Pear, William Pear, green Apple, Prune-plumb, Rosemary apricot, Lavender Vine peach, Rhubarb.
- **Ravifruit** deep-frozen fruit pellets: apricot, cranberry, sliced pineapple, blackcurrant, ½ fig, strawberry, wild strawberry (cultivated), wild strawberry, senaga strawberry, Brisure strawberry, Héritage strawberry, Mecker France strawberry "Special Tart", Mecker France strawberry (direct from farming) Brute de Culture (original farming product), Chile Mecker strawberry, Williamette raspberry, Mecker Selection raspberry "Special Tart", pit free Morello cherry, redcurrant, redcurrant bunch. Decoration fruit, sliced Kiwi, sliced Mango, peeled chestnut, red fruit mix, yellow Boule Melon, cultivated blackberry, wild blackberry, wild bilberry, Ardèche bilberry, diced pear, diced apple, sliced apple, dark-red Oreillon plum, rhubarb chunks.
- Almonds Board of California: whole, unpeeled, flaked, in powder, minced

Authorised ingredients to be supplied by the candidates:

- Sugar: sugar syrup, isomalt, colouring.
- Biscuit: meringue, dacquois biscuit (flour, almonds, egg white, sugar), and other biscuits.
- Gum paste decorations (pastillage) may be brought plain, dried, uncoloured, and unassembled.
- Sugar sheets or pastilles, ready to heat. • Any other specific product, not supplied by the organiser, with no visible commercial brand is allowed, in particular, wine to go with the dessert during tasting.

**Alcoholic drinks are allowed in the composition (like Griottines products).
Accompanying alcoholic drinks are forbidden (wines, liqueurs...).**

Article 16:..... Presentation of the pieces

The creations will be presented facing the public.

Presentation tables are provided (length: 78 inches/200 cm, width: 31.5 inches/80 cm, height: 30 inches/75 cm) skirted.

Background decoration is not allowed

Cloths, bases and coloured tablecloths shall be provided by the teams.

The use of rotating bases is tolerated. However, the organisation may not be held responsible for any accident that may occur related to the use of such a system. The team must ensure the safety of the surrounding people and equipment. No electrical wires must be positioned outside the table perimeter.

Sculptures exceeding the required dimensions will not be taken into consideration for marking by the jury, after recording by the official contest supervisors (huissiers).

Dimensions will be officially measured by the contest stewards and their conclusions will be final.

Presentation of the Sculpted Ice pieces:

At the entrance to the VIP Village, an area will be dedicated to the presentation of the Ice Sculptures, specially outfitted with refrigerated display cabinets.

1 –Dimensions for the ice sculptures:

The sculptures will be presented in refrigerated display cases, on a back-lit presentation base (cold light) supplied by the organizers (mandatory).

Temperature inside the refrigerated display cases will be -15C° (5.00° F) approximately. The inner walls will be black and the display cases will not be equipped with electrical sockets inside.

When working on their ice sculpture, candidates should take into account the inner dimensions of the display cases and the dimensions of the presentation stand.

**PART OF THE 14TH INTERNATIONAL HOTEL CATERING AND FOOD TRADE EXHIBITION - SIRHA
LYON - EUREXPO - FRANCE – JANUARY 24-28, 2009**

11TH WORLD PASTRY CUP CONTEST RULES & REGULATIONS

The following dimensions should be taken into account for the ice sculptures:

➤ **Dimensions of the display case door:**

Width: 900 mm (35.43 inches); Height: 1800 mm (70.86 inches)

➤ **Inner dimensions:**

Height: 2000 mm (78.74 inches); Width: 900 mm (35.3 inches)

➤ **Dimensions of the mandatory presentation base inside the refrigerated display case, supplied by the organisation :**

Length: 700 mm; Width: 500 mm; Height: 500 mm

As a result, the maximum height for the sculpted ice creation will be: 1.50 m (59.055 inches)

The sculptures will be placed in the refrigerated display cases immediately after the ice sculpting test.

If the ice sculptures are too large to pass the display case door, candidates will be authorised, where necessary, to reassemble their ice piece inside the display cases.

No presentation base, including rotating bases, other than that supplied by the organisation, will be authorised in the display cases. Use of any decorative elements that may not withstand a temperature of -15°C is not recommended.

Candidates will be responsible for transporting their ice sculptures to the refrigerated display cases, and will be accompanied by official stewards during the transfer. Candidates may use their own trolleys or the trolleys supplied by the organisation to transport the ice pieces.

The exact schedule and the time allowed for installing the sculptures in the display cased will be communicated at a later date.

Setting up of the Buffet

The buffet will be set up without the ice piece and without the "Bombe glacée" (frozen bombe).

However, the ice creation will have to be in line with the theme of the buffet.

All materials used must be edible. Non edible products are forbidden, except for sticks used as supports for leaves and branches.

Supervisors will be present to ensure that the creations are prepared in compliance with the rules and in an appropriate manner.

Participants must send their Ingredients Order Form to the Organisation Secretariat before November 30th, 2008. After this date, teams will have to bring their own ingredients for their recipes, in compliance with the contests' sponsorship agreements

The detailed recipes as well as a preparation & method summary, written in English and in French, must be sent to the Organising Committee before November 30th, 2008. This point is mandatory and any omission will result in exclusion from the contest.

At 5:15 pm, at the end of the tests, after the marking of the buffets, the teams will transport their sugar creation and chocolate creation to the exhibition area specified by the official stewards

Article 17:Event schedule

The contest will last 10 hours. The first team shall start at 6.30 am. The tasting of its chocolate dessert will take place at 11 am – the tasting of the frozen dessert at 1 pm, and the tasting of the plate of desserts at 2.30 pm. The other teams will present their dishes one after the other at five-minute intervals. Buffet setting will take place from 3.45 pm to 4.30 pm for all teams.

After 4.30 pm, the teams may not make any modifications nor may they add any elements to the buffets.

End of day the events: 5.15 pm

**PART OF THE 14TH INTERNATIONAL HOTEL CATERING AND FOOD TRADE EXHIBITION - SIRHA
LYON - EUREXPO - FRANCE – JANUARY 24-28, 2009**

11TH WORLD PASTRY CUP CONTEST RULES & REGULATIONS

Article 18:Equipment

During the contest finals held in Lyon, the teams must imperatively use only the major equipment provided by the Organiser. Candidates should only bring their small kitchen utensils (sugar heating lamps, chocolate melters...). The official list of utensils made available to each candidate will be included in the Contest's Technical File.

The teams are required to perform their work facing the public.

Failure to comply with this point, after two warnings by the contest stewards and recording by the official supervisors (huissiers), will result in a penalty of 50 points being applied.

All preparations must be made within the work areas (cubicles), except for the ice-carving event, which takes place in a specially fitted area.

No equipment or material shall be stored outside of this area, including packaging and boxes, which must be stored in a warehouse (locked after the unloading is completed). The teams will have 90-minutes (after authorisation from the Official Stewards) to install and to clear their kitchen (to be returned clean). Any delay will entail a 50 points penalty.

The back doors to the kitchen cubicles will remain open during the entire duration of the test events.

The use of glue-guns is forbidden.

The Official Stewards and the team manager will take a complete inventory of the official equipment when handing the work area back. Any missing equipment will be invoiced by the Organising Committee.

NB: Non compliance with these points will entail downgrading of the team.

Article 19:Jury

The jury will be composed of the International President (leader of the team winner of the last edition) and the President from each participating country (or a representative member of the participating country if necessary) and an Honorary President.

Upon acceptance of their team's application, the President-Judges representing each country agree to attend, in person, the technical briefing on the eve of the contest, to be present during the two days of the contest, and to attend the Gala diner organised on the last day, following the awards ceremony.

In accepting their participation on the Jury, each President-Judge agrees to take part in all tasting events without reservation (including health reasons and philosophical criteria).

Each country's President is responsible for all information concerning his/her team. In particular, he/she is responsible for following the preparation and ensuring the actual presence of the team competing for his/her country.

In this respect, the organising committee will not accept cancellations after September 1st 2008.

Article 20:Marking of the Events

- **General marks** will be awarded out of total of 20 points (weighting x3) for hygiene and cleanness, timing, organisation and skill.
- **Marks for the chocolate dessert tasting** will be awarded out of 20 points (weighting x5) for taste, design and originality.
- **Marks for the frozen dessert tasting** will be awarded out of 20 points (weighting x5) for taste, design and originality.
- **Marks for Buffet arrangement** will be awarded out of 20 (weighting x3) for artistic skill and compliance with the theme.
- **Marks for the plate dessert tasting** will be awarded out of 20 points (weighting x5) for taste, originality, typicality and use of local products from the candidates' countries.

Marking of the ice sculptures:

The jury will start marking the ice sculptures during the ice sculpting test itself. Once the "bombes glacées" will have been integrated with the ice creations, the jury will continue the assessment and marking of the sculptures directly on the exhibition area, at the entrance to the VIP village.

The contest stewards (Huissiers) will control the marks, counting of the votes, as well as the ranking of the teams.

Neither the lowest nor the highest mark will be taken into account for the ranking. The cumulated tasting marks will have precedence in the event of a tie. President-Judges will not mark the teams competing for their country. If one of the jury members fails to officiate on one of the two days of the contest, the totality of his/her marks will be cancelled.

Article 21: Cleanliness – Hygiene

The team leader is solely responsible for cleanness of the work areas and equipment provided (oven grids, oven, hotplates...). Two Stewards specially appointed for this task will perform a detailed inventory of the work area, signed by the team manager, at the beginning and at the end of the competition.

At the end of the contest, the work areas must be handed back perfectly clean (in the same state as at the beginning of the contest), by **5.15 pm** at the latest.

In the event of failure to comply with this requirement, noted during the final inventory, a contest steward (Huissier) shall be summoned and **a penalty of 250 points will be applied** to the team concerned.

Article 22: Modifications

The International Organising Committee reserves the right to modify these rules according to circumstances or in case of absolute necessity, especially those aspects pertaining to the participation of invited countries.

The Organising Committee also reserves the right to cancel the contest in the event of force majeure.

Article 23: Property rights of creations presented

The organisers reserve the right to reproduce and use the works presented during this contest.

Article 24: Contestation

Official Stewards (Huissiers) will be present during the entire contest to record officially any violation of the rules.

In the event of disagreement, or contestation over a specific point in the rules or any other problem not mentioned in the present rules, during the contest, the original French version of this document shall be used as the reference document and a final decision will then be made after discussion between the Officers and the Jury members.

The official contest stewards will record written complaints exclusively from the Presidents of the National Selections for a period of one hour after publication of the results. These complaints must be written in French and should be referred to the attention of the International Organising Committee.

No complaints will be taken into account after this period has expired. The International Organising Committee will then give its answer within the shortest possible delay.

Moreover, participating teams are held solely responsible for their works and for any incident that may damage these works within the contest premises.

Article 25: Rules

The “World Pastry Cup 2009” contest rules have been registered with:
Maîtres JOLY & MILOSSI - Huissiers de Justice associés (Solicitors)
6 rue de la Bourse, Lyon – F-69001.

Article 26: Organisers

Organisation Secretariat
World Pastry Cup 2009
SepelCom – GL events 10, quai Charles De Gaulle 69006 Lyon FRANCE
Tel: +33 (0) 478 176 296- Fax: +33 (0) 478 176 359
Website: <http://www.cmpatisserie.com>
E-Mail: dgagnieux@sepelcom.com

APPLICATION FILE - 2009

FORMS TO BE RETURNED

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

5

Important!

The following pages include the forms to be returned by express mail or by e-mail as part of your Application File.

Please take the time to read them carefully
in order to fill them in correctly.

Fiche
Form

1

CANDIDATURE PAYS • PRÉSIDENT
COUNTRY APPLICATION • PRESIDENT

à retourner / to be returned:

au plus tard le 15 octobre 2007, before October 15th, 2007

à SepelCom by fax: +33(0) 478 176 359

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

Pays • Country:

Nom • Name:

Prénom • First Name:

Adresse complète • Full address:

Courrier électronique • e-mail:

Tél.:

Fax:

Je soussigné (nom et prénom dans la grille ci-contre) certifie avoir pris connaissance du règlement Coupe du Monde de la Pâtisserie 2009 qui se déroulera dans le cadre du 14e Salon International de la Restauration, de l'Hôtellerie et de l'Alimentation SIRHA à Lyon-Eurexpo les 25 & 26 janvier 2009, et prend l'engagement auprès du comité d'organisation international de respecter ce règlement et présente officiellement la candidature de mon Pays.
Vous trouverez également joint un curriculum vitæ complet de ma carrière professionnelle.

*I, (name and surname to the left) confirm that I have read the rules and regulatoin of the World Pastry Cup 2009, to be held as part of the 14th International Hotel Catering and Food Trade Exhibition in Lyon-Eurexpo, on 25 & 26 January 2009. I hereby officially present my country's application and agree to abide by the contest rules and regulations.
Please find also enclosed, a detailed Curriculum Vitæ of my professional career.*

Date

Signature

**Fiche
Form**

2

PRESENTATION DE VOTRE CANDIDATURE

YOUR CANDIDATURE PRESENTATION

au plus tard le 15 octobre 2007, before October 15th, 2007

à retourner à / *to be returned to:*

SepelCom by fax: +33(0) 478 176 359

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

INFORMATION SELECTION NATIONALE / NATIONAL SELECTION DETAILS

Présentation de votre candidature.

Nous souhaitons ici, notamment pour une meilleure communication vers les médias, connaître:

1. les **motivations** de votre participation à la Coupe du Monde de la Pâtisserie.
2. le **déroulement précis** de l'organisation de votre sélection nationale.

Concerning your application:

In order to better to communicate to the media, we need to know:

- 1 .your **motivation** in representing the World Pastry Cup in your country.
- 2 . the **exact planning** for the organisation of your selection event.

Pays • *Country:*

Date:

Lieu • *Venue:*

Occasion • *Event:*

Déroulement • *Programme:*

Date

Signature

**Fiche
Form**

2 Suite

**PRESENTATION DE CANDIDATURE
YOUR CANDIDATURE PRESENTATION**

à retourner / to be returned:

Au plus tard le 15 octobre 2007, before October 15th, 2007

to SepelCom by fax: +33(0) 478 176 359

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

1- **Motivations de votre participation à la Coupe du Monde de la Pâtisserie • Your motivation in representing the World Pastry Cup in your country.**

Date

Signature

Fiche
Form

2 Suite

PRESENTATION DE CANDIDATURE
YOUR CANDIDATURE PRESENTATION

à retourner / *to be returned:*

Au plus tard le 15 octobre 2007, *before October 15th, 2007*

A SepelCom by fax: +33(0) 478 176 359

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

2- Déroulement précis de votre sélection nationale et plan de communication • *The exact planning for the organisation of your selection event along with your communication strategy.*

Date

Signature

**Fiche
Form**

3

CHARGE DE PROMOTION PROMOTION MANAGER

à retourner / *to be returned:*
au plus tard le 15 octobre 2007, before October 15th, 2007
à SepelCom by fax: +33(0) 478 176 359



Pays • Country:

Nom • *Name:*

Prénom • *First Name:*

Adresse complète • *Full address:*

Courrier électronique • *e-mail:*

Tél.:

Fax:

Monsieur, Madame*, (nom et prénom dans le grille ci-contre) est officiellement désigné(e) par le président de la sélection nationale de la Coupe du Monde de la Pâtisserie 2009 qui se déroulera dans le cadre du 14^e Salon International de la Restauration, de l'Hôtellerie et de l'Alimentation -SIRHA à Lyon-Eurexpo les 25 & 26 janvier 2009 comme chargé de promotion.

* Rayer la mention inutile

M., Mrs, Ms, (name and surname mentioned beside) has been officially appointed by the President of the National Selection as Promotion Manager for the World Pastry Cup 2009, to be held as part of the 14th International Hotel Catering and Food Trade Exhibiton in Lyon-Eurexpo, on 25 & 26 January 2009.*

* Please circle as appropriate

Date

Signature

FINANCEMENT
FINANCIAL SUPPORT

à retourner / *to be returned:*
au plus tard le 15 octobre 2007, before October 15th, 2007
à SepelCom by fax: +33(0) 478 176 359



Veillez trouver ci-contre la liste des Partenaires qui soutiendront notre sélection nationale*.

Please find beside the sponsors list of our national selection

(*) **ATTENTION !** Droits d'utilisation de la marque cf. Articles 8, 9 & 10 du règlement.

IMPORTANT! Rules for use of the brand.
See articles 8, 9 & 10 of the rules

Sponsor # 1:

Sponsor # 2:

Sponsor # 3:

Sponsor # 4:

Sponsor # 5:

Sponsor # 6:

Sponsor # 7:

Sponsor # 8:

Date

Signature

Fiche
Form

5

EQUIPE SÉLECTIONNÉE

Selected Team

à retourner / *to be returned:*

After the National Selection event, before October 31st, 2008

to SepelCom by fax: +33(0) 478 176 359

Or via E-mail to: dgagnieux@sepelcom.com

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

Pays • Country:

Tél.:

Nom du chef d'équipe • *Candidate Name:*

Prénom • *First Name:*

Adresse complète • *Full address:*

Courrier électronique • *e-mail:*

Vous trouverez également joint pour chaque membre de l'équipe:

- Un curriculum vitæ complet de ma carrière professionnelle
- Une photocopie de mon passeport
- Une photo format .JPG (300 dpi, minimum)
- Un texte de présentation de mes hobbies, passions.....

Please find also enclosed for each member of the team:

- *A complete curriculum vitæ of my professional career*
- *A photocopy of my passport*
- *An identity photo, JPG format (300 dpi, minimum)*
- *A brief text describing my hobbies; centres of interest etc.*

**Fiche
Form**

5 suite

EQUIPE SÉLECTIONNÉE

Selected Team

à retourner / *to be returned:*

After the National Selection event, before October 31st, 2008

to SepelCom by fax: +33(0) 478 176 359

Or via e-mail to: dgagnieux@sepelcom.com

Coupe du Monde
de la Pâtisserie
World Pastry Cup 2009

Pays • Country:

Nom du 1^{er} équipier • *First Team member:*

Prénom • *First Name:*

Adresse complète • *full address:*

Courrier électronique • *e-mail:*

Tel.:

Nom du 2^{ème} équipier • *Second Team member:*

Prénom • *First Name:*

Adresse complète • *full address:*

Courrier électronique • *e-mail:*

Tel

**WORLD PASTRY CUP 2009 ORGANISATION SECRETARIAT
SEPELCOM - GL EVENTS
10, QUAI CHARLES DE GAULLE
69006 Lyon - France
Fax: +33 (0)4 78 176 359**

2007				
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER

Withdrawal and return of the World Pastry Cup 2009 application file.

From July 31st 2007

Deadline for World Pastry Cup 2009 application file.
The 4 forms and registration fees must be return to the Organisation secretariat.

**Deadline
Octobre 15th
2007**

Announcement of the countries selected for the World Pastry Cup 2009

End of November

2008				
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

Withdrawal and return of the technical file.

From August 31st 2008

Deadline for the national selection and for returning the form 5 "Selected Team" to the organisation secretariat.

**Deadline
Octobre 31st
2008**

Deadline for the technical file forms (jacket size ...) and for the ingredients voucher.

**Deadline
November 1st, 2008**

Posters and promotion documents must be returned to the organisation secretariat

**Deadline
December 1st 2008**

**Januery 25th & 26th January 2009
WORLD PASTRY CUP 2009**

CONTEST DIRECTOR:

Florent SUPLISSON

**Telephone: +33 (0)478 176 293
e-mail: fsup@sepelcom.com**

ORGANISING SECRETARIAT

DAMIEN GAGNIEUX

Team Liaison

**Telephone: +33 (0)478 176 296
E-mail: dgagnieux@sepelcom.com**