



# International Trophies

## 2014

Long and Short Drinks Competition  
**7<sup>th</sup> of April 2014**

**For more information**

Contact: Michèle Fréné or Pascale Guillard  
Agence Michèle Fréné Conseil  
Tel: +33 2 31 75 31 00 – Fax: +33 2 31 73 43 43  
Mail: [mfc@michele-frene-conseil.fr](mailto:mfc@michele-frene-conseil.fr)

## AMENDMENT TO THE COMPETITION RULES

### Preselections for the Calvados Nouvelle Vogue International Trophies

**The organisation of a preselections contest is a mandatory and essential condition** to be able to take part in the Calvados Nouvelle Vogue International Trophies.

It applies to all participating organisations: MCB bartending schools, ABF associations and IBA delegations. The preselections process enables the selection, among all candidates from participating organisations (MCB, ABF and IBA), of the finalist who will go on to take part in the Trophy finals.

**Please note that the winner of a given year may not apply in the same category over the following two editions.**

Preselections must be organised prior to the Calvados Nouvelle Vogue International Trophies, according to the competition's official rules and conditions (refer to the enclosed competition rules).

**We remind you that the IDAC (Interprofession des Appellations Cidricoles - Syndicate of Cider-Producing Labels of Origin) is the competition organiser and that it is a collective event.**

**At least 3 Calvados producers must be represented during your preselections.**

**The IDAC will forward a letter informing all Calvados importers within your country, in order to advise them of the date and venue of your preselections.** Depending on the number of candidates, each Calvados producer can send one or several bottles of Calvados to the association in the participating country, via its importer(s).

Calvados producers and/or importers representing the IDAC can also take part in and help to organise the preselections contest.

In agreement with the delegation, they can organise a conference on Calvados and must be integrated within the tasting jury members.

**It is therefore imperative that you advise Michèle Fréné Conseil of the date and venue of your preselections for the 2014 edition, in order for the IDAC to duly inform Calvados importers and to organise the on-site participation of one or several professional representatives.**

**For the following editions, the date and venue of your preselections must be forwarded to the agency no later than the 30th of November.**

### Preselection budget for foreign delegations

Delegations can now benefit from financial support from the IDAC of a maximum of €1,000 including taxes. This support aims at contributing towards the organisation of preselections and is subject to the provision of the following information and proof of expenditure:

- the costs borne
- the preselections contest venue
- the number of professional participants (minimum of 8)
- the number of trainee participants (minimum of 8 with the exception of Luxembourg)
- candidates' technical forms (cocktail description)
- the detailed composition of your jury: preparation and tasting
- photographs to illustrate your preselection contest
- photographs of displayed Calvados bottles
- invitations to the contest, names of journalists and importers invited...

Should the delegation fail to abide by the above requirements, the IDAC will not be in a position to contribute financially towards the organisation of the preselections.

## **Edition 2014**

This year, Calvados-based cocktails will be intermingling with luxury perfumery. Indeed, the IDAC is taking advantage of the centenary celebrated in 2014 of the creation of the House of Jean Patou to invite each bartender to follow in the footsteps of this illustrious 1920s fashion designer and perfumer, who was a regular visitor to Deauville and a great lover of cocktails.

You are all of course familiar with the House of Jean Patou, equally thanks to its elegant and novel fashion design and to its perfumes... of which Joy is the most expensive in the world!

Blond, Brunette, Auburn ... in the 1920s, Jean Patou chose to associate a different perfume to each hair colour.

"Amour amour" for blonds, "Que sais-je ?" for brunettes, "Adieu sagesse" for flaming redheads... Names that resound like the three phases of an amorous adventure, "from the first shiver to the pleasure of succumbing to temptation" each of them offering this great seducer a new opportunity to explore the feminine ideal.

In 2014, competitors are invited to adopt Jean Patou's approach, by presenting a photograph of their masculine or feminine ideal, public figure or unknown, blond, brown-haired or red-headed... and to concoct the Calvados-based cocktail that suits that ideal down to the ground, that expresses him or her so faithfully! They will then, of course, be asked to explain, to convince us of this perfect harmony.

**Please note that your verbal explanation and argumentation count considerably towards the final mark... So make sure you practice!**

**So then you can notice the evolution of the technical form, on which the candidate must write his argumentation...**

## **To avoid any misunderstandings...**

The Calvados Nouvelle Vogue International Trophies are cocktail's creation 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.**

### **Warning !**

- . Please, fill in 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.

**The deadline for the preselections forms is  
the 30<sup>th</sup> of November 2013  
and the deadline to hand in the technical forms is  
the 15<sup>th</sup> of february 2014.**

**COMPETITION**

**RULES AND**

**REGULATIONS**

## ARTICLE 1

---

### Generalities

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

. Students of 20 French catering schools and colleges offering the MCB (Complementary Barman Option) **with more than 8 students for 2013/2014.**

. Professional bartenders, members of the ABF (Association of French Bartenders), via the association's 11 regional sections.

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

- |               |                     |                 |                 |
|---------------|---------------------|-----------------|-----------------|
| - the U.K.G.B | for United Kingdoms | - the A.L.B     | for Luxembourg  |
| - the U.B.B   | for Belgium         | - the N.B.F     | for Norway      |
| - the D.B.L   | for Denmark         | - the P.B.A     | for Poland      |
| - the E.B.A   | for Estonia         | - the S.B.U     | for Switzerland |
| - the F.B.S.K | for Finland         | - the A.I.B.E.S | for Italy       |
| - the N.B.C   | for Holland         | - the U.S.B.G   | for New York    |
|               |                     | - the B.A.R     | for Russia      |

## ARTICLE 2

---

### Generalities

The aim 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

---

### Competition events

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).

**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).

#### **Oral test**

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

## ARTICLE 4

### Restrictions

- . **Calvados is the only base alcohol accepted in each composition.**
- . **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 is considered as 1 ingredient.
- . Hot compositions are excluded.
- . **Glassware is provided by the organisers, however candidates can bring their own glasses (4 identical glasses).**
- . Each participant supplies his/her own bar equipment (shaker, sieve, mixing glass, mixer...)
- . Only edible trimmings, prepared during the competition, will be accepted.
  
- . **Ingredients are provided by the participant, excluding the following exceptions:**  
Calvados, poiré (perry), cider, pommeau, Monin syrups, Caraïbos fruit juices, Giffard liqueurs which **will all be available on site.**
  
- . **The IDAC will also provide:** lemons, limes, pineapple, red apples, green apples, kiwi fruit, oranges, strawberries, raspberries, mint leaves.  
**Each participant supplies his/her own specific decoration.**

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

For a personally created short drink cocktail (before or after dinner) of 7 to 9cl, the quantity of Calvados used in the recipe should be at least 2cl.

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 a first jury on presentation and execution, then by a second jury which will mark the cocktail according to its aspect, aroma, taste and aftertaste (3 jury tables, with 3 members each giving a mark. Each participant therefore obtains 9 marks).

MCB participants should be dressed in their establishment's bartender uniform and other participants in their IBA dress, **they should also supply their own bar equipment.**

## ARTICLE 5

---

### Creation

Calvados Nouvelle Vogue International Trophies are a cocktail's creation competition.  
Recipes must be a competitor's creation, not a recovery.  
Every recovered recipe would be disqualified.

## ARTICLE 6

---

### Distribution

Finalists' recipes are likely to be published in the press and by the IDAC.  
Consequently, all candidates agree to abandon any rights pertaining to their cocktail to the IDAC and certify the originality of their recipe.

## ARTICLE 7

---

### Calendar of events

➡ **November 30<sup>th</sup> 2013**

Deadline for sending the preselections form.

➡ **February 15<sup>th</sup> 2014**

Deadline for sending technical forms.

**To Michèle Fréné Conseil agency**

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

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

-> By fax: 02 31 73 43 43

**. Monday, April 7<sup>th</sup> 2014**

**Final of the International Calvados Nouvelle Vogue Trophies  
in L'Amirauté Hôtel Touques – Deauville**

**France Short-listing :**

- . 1 MCB competition,
- . 1 ABF competition,

**International's finale :**

- . 1 international competition for professionals/trainees,
- . 1 journalists' competition (new, who have never participated in the competition)



## ARTICLE 8

---

### 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 31<sup>st</sup> May 2014. **No request for reimbursement will be taken into account after that date.**

## ARTICLE 9

---

### Commitment

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

## ARTICLE 10

---

### Disqualification

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

#### **Modifications in 2014**

The Rules and Regulation document of the Calvados Nouvelle Vogue International Trophies have been updated.

**Facing the increasing success of the competition and in an endeavour to enable new IBA delegations to take part, one country (selected, by drawing lots, among the six countries having totalled the least number of points during the 2013 edition) will give up its place for two years, before being eligible to compete once more.**

**List of invited Bartenders' Associations  
and Catering Schools**

**ABF REGIONS**

Alsace  
Aquitaine  
Auvergne  
Brittany - Pays de la Loire  
Normandy  
Martinique  
Midi Pyrenees  
Paris / Isle of France  
Touraine - Poitou  
Provence Côte d'Azur  
Rhone Alpes

**and**

**Professional Barmen's Associations from :**

United-Kingdom / U.K.G.B  
Belgium / U.B.B  
Denmark / D.B.L.  
Holland / N.B.C  
Italy / A.I.B.E.S  
Luxembourg / A.L.B  
Switzerland / S.B.U  
Finland / F.B.S.K  
Estonia / E.B.A  
Poland / P.B.A  
Norway / N.B.F  
Russia / B.A.R  
New York / U.S.B.G

## **Catering schools**

CFP Angers  
IFHOR Rennes  
LEP Montaleau de Sucy-en-Brie  
La Rochelle Catering school  
Condorcet Tertiary Industrial Catering School - Arcachon  
Technical Catering School - Marseille  
"François Rabelais" Technical Catering School - Caen-Hérouville  
Technical Catering School - Talence  
Technical Catering School - Dinard  
Edouard Brandy Professional College - La Roche sur Yon  
Technical Catering school - Illkirch - Graffenstaden  
Technical catering School - Guyancourt  
Gambetta Professional College – Auxerre  
Paul Valéry Professional College - Menton  
Sainte Anne Technical Catering School - Saint Nazaire  
Technical Catering School - Eragny sur Oise  
Technical Catering School - Gerardmer  
Santos Dumont Professional College – Saint Cloud  
Georges Frêche Technical Catering School – Montpellier  
UTEC CFA - Emerainville

## **And Cathering School of**

England  
Belgium  
Denmark  
Holland  
Italy  
Luxembourg  
Switzerland  
Finland  
Estonia  
Poland  
Norway  
Russia  
New York State

## **Contact Information**

### **For the IDAC**

Michèle Frêne Conseil Agency  
Michèle Fréné/Pascale Guillard  
5, rue des Mazurettes  
14000 Caen / FRANCE  
Tel: 02 31 75 31 00  
Mobile : 06 08 83 01 30 / 06 76 94 03 44  
Fax: 02 31 73 43 43  
email: mfc@michele-frene-conseil.fr

### **For the ABF Normandy**

ABF Normandie  
Marc Jean  
Impasse des Pommiers  
Parcelle 3  
14100 Saint Désir  
Tel: 02 31 98 65 06 (Hôtel Normandy)  
Mobile: 06 30 74 31 96  
email: mjean@lucienbarriere.com

### **For the François Rabelais Catering School**

Lycée technique hôtelier François Rabelais  
Dominique Grousseau  
Esplanade Rabelais  
BP 32 - 14202 Hérouville St Clair  
Tel: 06 70 52 54 20  
Fax: 02 31 43 90 75  
email: dom.grousseau@cegetel.net