



# International Trophies

## 2013

Long and Short Drinks Competition  
8<sup>th</sup> of April 2013  
in Deauville

**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)

## 2013 Edition

***The Calvados Nouvelle Vogue International Trophies... will be riding high on the wave this year to take you aboard a legendary cruise ship, for a transatlantic crossing full of charm!***

Founded in 1860, Deauville's history was concurrent to that of the great transatlantic crossings. And although the gateway between Europe and the United States was established on the opposite bank, in Le Havre, the echo of these legendary crossings from Normandy to New York resounded as far as the famous Deauville boardwalk.

**On board: luxury, ultimate comfort and, of course... cocktails!**

The Compagnie Générale Transatlantique's ships were genuine luxury hotels on water, waiting on their rich passengers hand and foot. They made all efforts to ensure that the five-day crossing that separated France and the United States was a truly unforgettable one. At the time of these legendary crossings, prohibition was still in force in the United States. From 1919 to 1933, alcohol consumption was strictly forbidden on American soil. However, out in the high seas, prohibition simply evaporated aboard foreign cruise ships... Cocktails, a festive symbol of American culture, were hence offered the perfect opportunity to enchant European passengers...

### **2013, year of the stars**

This year, the Calvados Nouvelle Vogue International Trophies will be focusing on charm and seduction. As the New York State prepares to enter the competition, as Deauville hosts an exhibition on the French Line, let's embark aboard one of those splendid cruise ships and create a cocktail worthy of the **Star of your choice**.

Rita Hayworth, Brigitte Bardot, Cary Grant, Charlie Chaplin, Edith Piaf, Marlene Dietrich... and so many others, were familiar with these crossings, over which time literally stood still. And why not imagine that a contemporary star such as Brad Pitt, Angelina Jolie, Johnny Depp or George Clooney - who surely appreciates more than just a cup of coffee - or any other star of your liking, arrives at your bar and asks you to concoct a cocktail that portrays his or her personality?

Just imagine... your star is on board throughout the entire five-day transatlantic crossing. Every day, he or she comes to sit at your bar. You want to charm and to make sure your star keeps coming back. And your secret is a Calvados-based cocktail!

So take the leading role! Describe your cocktail and explain your choice.

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

## **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 capital letters.
- . 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 applications, including cocktail recipes,  
is February 9<sup>th</sup> 2013**

# **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:

. Students of 20 French catering schools and colleges offering the MCB (Complementary Barman Option) **with more than 6 students for 2012/2013.**

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

## 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 capital letters** 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.
  - . 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

#### ➡ February 9<sup>th</sup> 2013

Deadline for sending recipe forms

By mail : **To Michèle Fréné Conseil agency**

**5, rue des Mazorettes - 14000 Caen – FRANCE**

By e-mail : **[mfc@michele-frene-conseil.fr](mailto:mfc@michele-frene-conseil.fr)**

#### . **Monday, April 8<sup>th</sup> 2013**

**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.

## 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 2013. **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.

**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 :

Germany / D.B.U  
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  
«Charles de Gaulle» Professional College - Sète  
Technical Catering school - Illkirch - Graffenstaden  
Technical catering School - Guyancourt  
Gambetta Professional College – Auxerre  
Robert Buron Profesional Gollege - Laval  
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

## And Cathering School of

Germany  
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  
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