



EDITH PIAF, JOHNNY DEPP & VANESSA PARADIS,
AS WELL AS CATHERINE ZETA JONES, ELLA FITZGERALD,
JUDY GARLAND, AND MANY MORE...
ALL SEDUCED BY A CALVADOS COCKTAIL!

On Monday, 8th April, the auditorium of the Amirauté Hotel in Touques-Deauville was, for the whole day, transformed into a legendary cruise liner connecting New-York to Normandy, with so many famous personalities on board! A hundred bartenders, some were students and others professional, coming from 14 countries, to compete with boldness and creativity with one objective : to seduce these celebrities with a signature Calvados cocktail of their creation. Their goal? The quest for a title in the 17th Calvados Nouvelle Vogue International Trophies.

This highly esteemed annual competition likes to spice up the challenge by imposing a theme, which is supposed to inspire creativity in the confection of a Calvados cocktail as well as the challenge of orally « selling » the cocktail to the judges.

While the United States (State of New York) were entering the competition... While Deauville was holding an exhibition on the French Line and its prestigious cruise ships, which connected France to the USA... The IDAC invited each candidate to board on one of these floating palaces and to imagine a cocktail that would seduce the travelling star of their choice. Just as Colin Field, head bartender of the prestigious Hemingway Bar at the Ritz in Paris, and Master of Ceremony of the event, likes to tell how he observes the guests who come to his bar... Their outfits, their posture, and the way they move... and his continual challenge to concoct a cocktail portraying their personality and the way they are. Candidates were asked to do the same.

After having imagined... and convinced the expert jury!... Germany and Estonia won!

With *“Un doux désir”*, Martin Weisert from Hambourg won the International Trophy for the student bartenders. His inspiration source? Johnny Depp & Vanessa Paradis, a couple symbolizing the marriage of cultures of these countries linked by the crossing liners...

“A cocktail of temperament, with a fire colour. The apricot liqueur to evoke the sweetness of Vanessa. A purple orchid to emphasize the grace of this couple.” In the end, a delicious beverage with a splendid presentation, a flavourful short drink to which the apple aroma brings all its freshness.

Sigrid Sarv – barmaid at the Café Moon in Harku Vald, Estonia – won the International Trophy for professional bartenders with *“Pomme d’Amour”*, a splendid tribute to the French singer Edith Piaf: *“An elegant and gourmet composition which perfectly illustrates the huge generosity of the artist.”*

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14 COUNTRIES IN COMPETITION :

- Germany
- Belgium
- Denmark
- Estonia
- State of New York
- Finland
- France
- Italy
- Luxembourg
- Norway
- Netherlands
- Poland
- Russia
- Switzerland

CALVADOS STILL ATTRACTS MORE AND MORE CUSTOMERS IN FRANCE AND BEYOND!

Indeed, if the Calvados is well settled in its native country, 57% of its production is exported.

Last year, the IDAC wished to award the best international Calvados ambassador. Thus, the **“Exemplaire Calvados”** award was handed to Boris Burtin, Restaurant & Bar Manager of the InterContinental New York Barclay. This establishment offers almost 80 references of Calvados on its bar menu!

The **“Exemplaire Calvados”** 2013 has been given on Monday, 8th April, to M. Hiroyuki Takayama, owner of the **“Calvador”** bar in Kyoto, where the bar menu has no less than 250 references of Calvados!

Hiroyuki Takayama discovered the Calvados 20 years ago, when he was working in a bar to pay for his electronic engineer's studies. Since then, his favourite eau-de-vie motivated about fifteen trips to Normandy. **“I love walking around in the Normandy countryside and even more meeting the Calvados producers on their territory.”**



From his Normandy journeys he brought back nice bottles and a few great vintage years, which are also bought from Japanese importers and in Parisian auction houses or elsewhere.

Regarding his customers, they go from 30 to 50 years old... both male and female.

One of the female clients recently confided to enjoy a Calvados before going to bed... in order to have sweet dreams!

The Kyoto province signed an agreement with Basse-Normandie. Therefore, the Normands have nowadays a beautiful embassy in the former imperial capital of Japan.

Clic here to view the video on YouTube
www.youtube.com/watch?v=aRqxbkHLCbc

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INTERNATIONAL TROPHY FOR PROFESSIONAL BARTENDERS

Results of the 17th edition of the Calvados Nouvelle Vogue International Trophies

1st PRIZE : Sigrid SARV

EBA - Barmaid of the Café MOON in Harku Vald (ESTONIA)

CHOSEN CELEBRITY : ÉDITH PIAF



« POMME D'AMOUR »

Short Drink prepared in a shaker

Composition :

- 2,5 cl of Calvados
- 1,5 cl of apricot liqueur
- 1,5 cl of apple pie syrup
- 0,5 cl of fresh lemon juice
- 3 cl of Alma fresh cream
- Finger tip of cinnamon

2nd PRIZE : Alain GABRIEL

ABF Normandy - Barman of the Cyclamen in Le Havre (FRANCE)

CHOSEN CELEBRITY : ELLA FITZGERALD



« SCAT »

Long Drink prepared in a shaker

Composition :

- 4,5 cl of Calvados
- 2,5 cl of flavoured white beer
- 2,5 cl of raspberry coulis
- 1 cl of passion fruit syrup
- 2 cl of peach syrup

3rd PRIZE : Laura SCHÜRCH

SBU - Barmaid in the Café La Cène in Avenches (SWISS)

CHOSEN CELEBRITY : JUDY GARLAND



« HURRICANE MAGIC »

Short Drink prepared in a shaker

Composition :

- 3 cl of Calvados
- 1 cl of jasmine syrup
- 1 cl of passion fruit puree
- 2 cl of cranberry juice
- 1 cl of vineyard peach cream
- 1 tip of glitter food spray

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INTERNATIONAL TROPHY FOR STUDENT BARTENDERS

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1st PRIZE : Martin WEISERT

Hotelfachschule School in Hambourg (GERMANY)

CHOSEN CELEBRITY : JOHNNY DEPP & VANESSA PARADIS



« UN DOUX DÉSIR »

Short Drink prepared in a shaker

Composition :

- 3 cl of Calvados
- 3 cl of apple juice
- 1 cl of apricot liqueur
- 1 cl of egg white
- 0,5 cl of almond syrup

2nd PRIZE : Duong DO THAI

Vaasa Vocational School (FINLAND)

CHOSEN CELEBRITY : EDITH PIAF



« NO REGRET »

Short Drink prepared in a shaker

Composition :

- 4 cl of Calvados
- 1 cl of 43 liqueur
- 1 cl of mapple syrup
- 0,5 cl of fresh lime juice
- 2 cl of apple juice
- 3 pieces of fresh ginger

3rd PRIZE : Kim SCHEID

LTH Alexis Heck School (LUXEMBOURG)

CHOSEN CELEBRITY : CATHERINE ZETA JONES



« RED DIAMOND »

Long Drink prepared in a shaker

Composition :

- 4 cl of Calvados
- 2 cl of coconut liqueur
- 1 cl of apricot liqueur
- 3 cl of passion fruit liqueur
- 3 cl of cranberry juice
- 1 cl of blood orange suryp

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NATIONAL TROPHY FOR FRENCH PROFESSIONAL BARTENDERS

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1st PRIZE : Alain GABRIEL

ABF Normandy - Bartender in the Cyclamen in Le Havre

CHOSEN CELEBRITY : ELLA FITZGERALD



« SCAT »

Long Drink prepared in a shaker

Composition :

- 4,5 cl of Calvados
- 2,5 cl of flavoured white beer
- 2,5 cl of raspberry coulis
- 1 cl of passion fruit syrup
- 2 cl of peach suryp

2nd PRIZE : Richard LIGNER

ABF Aquitaine - Bartender in the Astre aux Notes in Nantes

CHOSEN CELEBRITY : OTIS REDDING



« STORM TEARS »

Short Drink prepared in a shaker

Composition :

- 5 cl of Calvados
- 1 cl of vanilla liqueur
- 1 cl of Maraschino liqueur
- 1 spoon of bitter orange jam
- 1 dash of bitter Whisky Barrel
- 2 dashes of bitter plum

3rd PRIZE : Christopher CHAUVEAU

ABF PACA - Bartender in the Sofitel Vieux Port in Marseille

CHOSEN CELEBRITY : DANIEL CRAIG



« SKYFALL »

Short Drink prepared in a shaker

Composition :

- 4 cl of Calvados
- 2 cl of white Lillet
- 2 cl of vanilla syrup
- 1 cl of pear juice
- 3 pieces of juniper berries
- 1 tonka bean

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NATIONAL TROPHY FOR FRENCH STUDENT BARTENDERS

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1st PRIZE : Lindsay CAMUS

Branly Highschool - La Roche sur Yon

CHOSEN CELEBRITY : TOM CRUISE



« LE FLANAGAN »

Long Drink prepared in a shaker

Composition :

- 3 cl of Calvados
- 0,5 cl of Amaretto
- 5 cl of passion fruit juice
- 2,5 cl of pear juice
- 1 cl of apple pie syrup

2nd PRIZE : Agnès THIERY

Francois Rabelais Highschool - Hérrouville-Saint-Clair

CHOSEN CELEBRITY : BRAD PITT



« SEVEN »

Long Drink prepared in a shaker

Composition :

- 4 cl of Calvados
- 3 cl of raspberry liqueur
- 1 cl of orgeat syrup
- 3 cl of cranberry juice
- Completed with ginger-ale

3rd PRIZE : Alexandre BEYOU

Chamber of Commerce of Maine et Loire - Angers

CHOSEN CELEBRITY : SALVADOR DALI



« CALVADORSA DE GALA »

Long Drink prepared in a shaker

Composition :

- 3 cl of Calvados
- 1 dash of strawberry syrup
- 1 tablespoon of apple and pear compote
- 1,5 cl of ginger liqueur
- 1,5 cl of fruit passion liqueur
- 5 cl of agrumes tonic

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INTERNATIONAL TROPHY FOR JOURNALISTS

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1st PRIZE : France BOUIS

Shaker in Paris (FRANCE)

CHOSEN CELEBRITY : LAUREN BACALL



« THE LOOK »

Long Drink prepared in a shaker

Composition :

- 4 cl of Calvados
- 1 cl of mandarine Napoléon
- 2 cl of wild strawberry syrup
- 7 cl of pineapple syrup
- 1 cl of coconut syrup

2nd PRIZE : Daria MAJDA

Przegląd Gastronomiczny Magazine - PBA (POLAND)

CHOSEN CELEBRITY : EDITH PIAF



« LITTLE LADY »

Short Drink prepared in a shaker

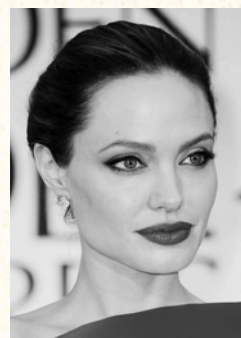
Composition :

- 3 cl of Calvados
- 1,5 cl of peach syrup
- 4 cl of apple juice
- 1 cl of lemon juice
- 1 dash of angostura bitter

3rd PRIZE : Stefan KAARBO

Shaker Magazine and Butlerennet blog - NBF (NORWAY)

CHOSEN CELEBRITY : ANGELINA JOLIE



« WAVE KISS »

Short Drink prepared in a shaker

Composition :

- 3 cl of Calvados
- 1,5 cl of Cointreau
- 2 cl of lemon juice
- 2 dashes of peauchauds bitter
- 2 cl of sugar syrup
- 1 cl of egg white

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