

# COCKTAILS TROPHIES

CAEN - NORMANDY



**CALVADOS**  
NOUVELLE VOGUE  
INTERNATIONAL TROPHIES

20<sup>TH</sup> EDITION - MARCH 2016, 20<sup>TH</sup> & 21<sup>ST</sup>

In 2016, the Calvados Nouvelle Vogue International Trophies celebrate their XX<sup>th</sup> edition, **Monday 21<sup>st</sup> of March**, in Caen, Normandy. Twenty years later, this challenging Calvados-based cocktail competition continues to attract numerous talented **professional bartenders** and **bartending students** from all over the world. Twenty years later, Calvados keeps nurturing the art of mixology with its rich palette of aroma and flavor.

14 countries will be gathering for this anniversary date and more than a hundred bartenders are already preparing themselves in the hope of disputing the global finals in a welcoming, engaging, creative and yet, serious atmosphere. Who will be the winners? It's too early to predict. **Preselection rounds are actually being held in the different participating countries.** Patience, March is coming...

## THE THEME: NEO-MEDIEVAL

Each year, professional bartenders and bartending students are facing the challenge to create, craft and mix a signature cocktail that answers an imposed theme. Therefore, the IDAC - Syndicate of Cider-producing Labels of Origin - wanted to mark this special anniversary edition, with a mesmerizing, flamboyant and memorable theme. By a happy coincidence of the calendar, 2016 celebrates another major anniversary in Normandy. Indeed, after defeating Harold II at the battle of Hastings in



1066, William, Duke of Normandy, becomes William The Conqueror... and is crowned King of England! Let's hope that this year's candidates, professionals and students, have the spirit of heroes... because with such a neo-medieval-esque theme, the IDAC is asking the question: « **With which Calvados-based cocktail would William the Conqueror celebrate victory?** »... Answers will be poured in long and short drinks, during the finals in Caen, the next 21<sup>st</sup> of March... along with argumentation.





# 14 COUNTRIES IN THE ADVENTURE

## NEW IN 2016

Belgium, Denmark, Estonia, Finland, France, Germany, Latvia, Netherlands, Norway, Poland, Russia, Sweden, Switzerland, United-Kingdom... They all have enthusiastically accepted the invitation of the IDAC. **Professional bartenders** and **bartending students** are getting ready to conquer the **2016 Calvados Nouvelle Vogue International Trophies**. January and February, are dedicated to preselection rounds... A period during which, each country selects the professional bartender and the bartending student that will head off to Normandy and compete in the international finals on the 21<sup>st</sup> of March 2016.

Since its creation, the world-renowned event brings something new each year, in order to look and taste different each time. Adding a dose of novelty, the theme changes at each edition.. On another hand, the «Trophies» innovate and evolve... just like the mixology phenomena.



**The « Trophies » go digital.** For the first time, this year, French professional bartenders are recruited on a national scale via a dedicated website [calvadosnouvellevogue.fr](http://calvadosnouvellevogue.fr), created along with a special event Facebook page.



**A new Twist!** Surprise... another challenge awaits the professional bartenders of all participating countries. This year, the IDAC has prepared for them, a special **additional test**. The objective is precisely to test their levels of reactivity, creativity, their capacity to work under stress as well as their improvisation skills. But Hush for now... All details will be revealed... on D-day!





# AGENDA

# MARCH 21<sup>ST</sup>, 2016



## THE JOURNALISTS CHALLENGE

This is the most relaxed and casual, yet very formal, moment of the day:

### The Journalist Trophy...

In this category, candidates are not professionals... but they are passionate about mixology. Do they master this art? Some of them do.... Journalists join the adventure of the Calvados-based cocktails event for many good reasons: try something new, live the excitement of the competition, be a winner...and why not? shake like a bartender... Good Luck!

## Morning FRENCH PRESELECTIONS

France is presenting two levels of preselections to select the candidates that will dispute:

### The MCB Trophy France

(Complementary Barman Option). 20 finalists of French catering schools, who have succeeded the preselection round in their respective schools, compete against each other... One of them, the best French bartending student, will join his counterparts at the international finals.

### The French Bartender Trophy

12 French professional bartenders, previously selected by professional judges for the taste, creativity and relevance of their cocktail recipe, compete to determine who will represent France at the international finals.

## Afternoon INTERNATIONAL FINALS

The best 14 bartending students followed by the best 14 professional bartenders, representing 14 countries, are finally challenging each other to win:

### The 2016 Calvados Nouvelle Vogue International Trophies



1 PROFESSIONAL BARTENDER WINNER



1 BARTENDING STUDENT WINNER



1 JOURNALIST WINNER

**5 minutes to prepare « short » drinks.**

**7 minutes to prepare « long » drinks.**

Candidates don't have a second to waste in order to convince the professional jury... in front of an audience made of around 200 connoisseurs and amateurs.





## MASTER OF CEREMONY

It's a long story between **Colin Field**, head bartender at the mythical **Hemingway Bar** of the **Ritz** in **Paris**, and **Calvados**... a story that goes back to 1982, the year Colin Field arrived in the French Capital. Today, **Colin Field** likes to tell his never diminished passion for the Normandy's AOC apple brandy:

*« Calvados is a straightforward and genuine spirit. Like a piano, it possesses an extended variety of nuances that allow bartenders to create infinite combinations and make smart, memorable and incredible cocktails. »*

Yesterday, tomorrow\*... in the Hemingway Bar, no less than 6 bottles of young Calvados are used every day for the making of cocktails.

Certain evenings, more than 60 Serendipity (Colin's signature Calvados-based cocktail) are served.

*« I like to think that this cocktail is certainly the only Calvados-based cocktail that literally reached the sky. These last two years, I have shaken it and poured it at 40 000 feet, for Air France First and Business Class passengers. »*



\*after an unprecedented restoration, the Ritz reopens in March 2016

## OBJECTIVE CALVADOS

The Calvados Nouvelle Vogue International Trophies have been created to develop knowledge of the three different types of Calvados: Calvados, Calvados Pays d'Auge et Calvados Domfrontais. Knowledge for sure... plus **fondness** and **interest** of the bartenders, as

well as an increase in **popularity** abroad.

Twenty years ago, it really was a daring bet. The 'cocktail mania' had not yet conquered the planet. Twenty years later, the success is there. The Calvados-based cocktail international competition became a crucial, not to be missed event, internationally recognized by professional bartenders and bartending students for its high standards and great level of competitiveness.

Bartender's interest for Normandy's AOC apple brandy has increased over the years and many bars across the globe offer a large selection of Calvados-based cocktails. For even if Calvados is obviously very well renowned in its homeland, 55% of its production is exported in 110 countries. Served alone or in a cocktail, Calvados is appealing to an expanding number of amateurs around the world.

 [CALVADOSNOUVELLEVOGUE.FR](http://CALVADOSNOUVELLEVOGUE.FR)

An event organized by the IDAC (Syndicate of Cider-Producing Labels of Origin), in partnership with Normandy Bartenders' Association and François Rabelais Professional College in Ifs.

With the generous participation of Caraïbos fruit juices, Monin syrups and Giffard liqueurs.



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