

**WORLD  
CHOCOLATE  
MASTERS**  
POWERED BY CHOCOLATE ACADEMY

# Creative briefing & competition rules

National Selections '24



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# Welcome!

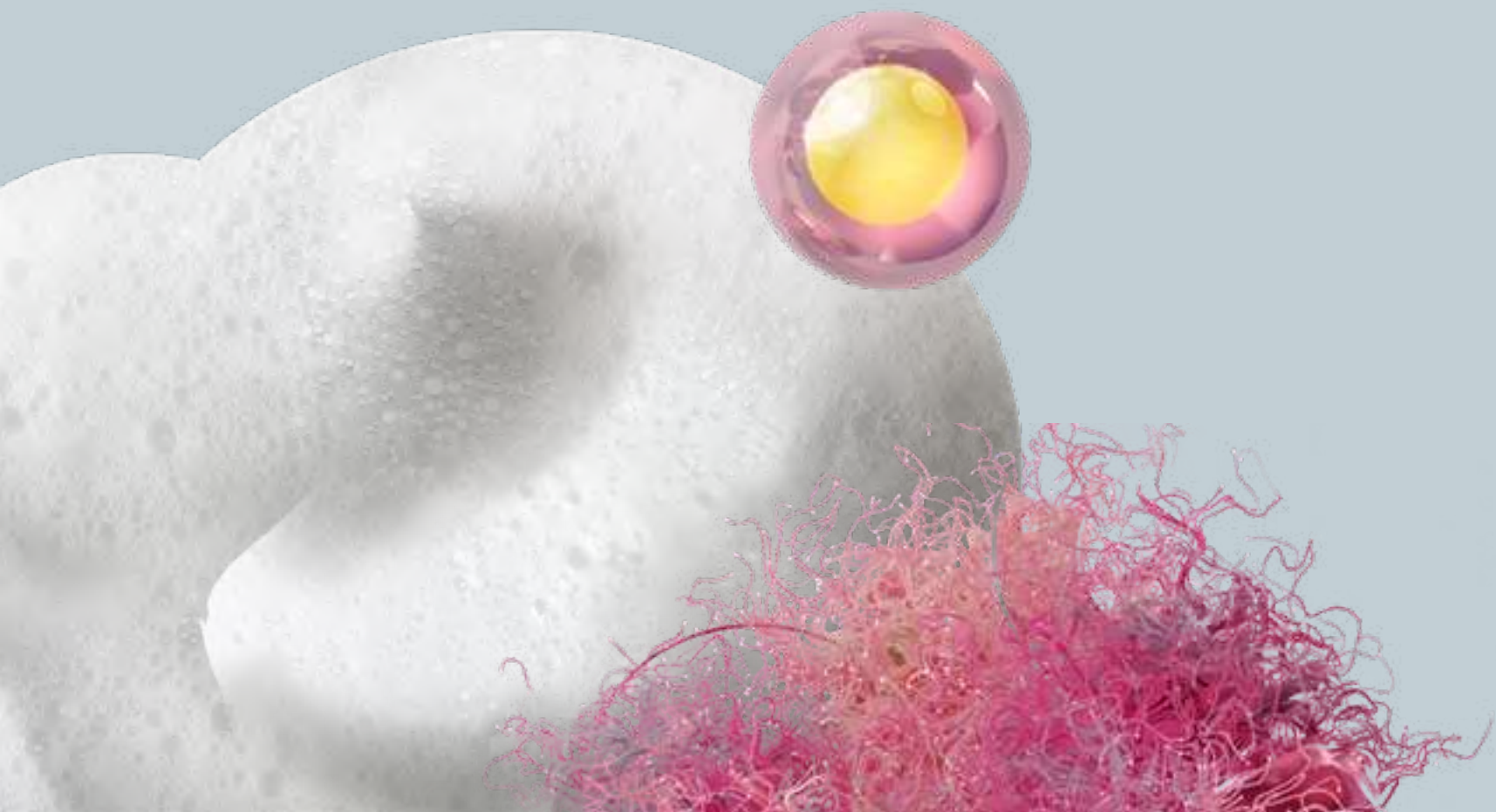
World Chocolate Masters™ is the world's leading competition for artisans and chefs **fully dedicated to creativity and the chocolate craft**. A place where you shape the future of artisanship and where new chocolate ideas are born.

This is your spotlight. The place to convince your peers, fans, and jury members with your creativity, vision, and talent. But it's more than that. With the support of your Chocolate Academy™ coaches, it's a competition where you will grow, learn, and widen your horizons. So, take the stage. Get ready to expand the possibilities of chocolate, and reinvent how to play with ingredients and chocolate as main flavour.

Your journey to the top of the world of chocolate starts here.  
Let's make it an unforgettable one,

— The World Chocolate Masters Team —

# Two decades of chocolate champions



**WORLD CHOCOLATE MASTER 2005**



**POL DESCHEPPER – BELGIUM**

Even after a mesmerising showpiece and a best chocolate pastry award to match it, Pol said: “I’m not the best one, I’m not the winner. We are all winners.” The jury praised Pol Deschepper for his unique, refreshing style and humble spirit: the hallmarks of a true pioneer.

**WORLD CHOCOLATE MASTER 2007**



**NAOMI MIZUNO – JAPAN**

By honouring the National Myths & Legends theme, both the spectators and the jury members were in awe of Naomi’s technical skills and breathtaking dexterity. With a calm and collected approach, he owned this competition from start to finish.

**WORLD CHOCOLATE MASTER 2009**



**SHIGEO HIRAI – JAPAN**

Delicacy. Refinement. And a non-stop drive for perfection. Shigeo made his mark as a worthy master of chocolate art. With the competition, he paved his own road to international success. The high point? A showpiece in the form of a mannequin posing for a photographer.

**WORLD CHOCOLATE MASTER 2011**



**FRANK HAASNOOT – NETHERLANDS**

This creative enfant terrible has no rules – and that makes him both charming and very interesting. Frank loves to shake things up. He does it with such style, charisma, class and overwhelming power that will never go unnoticed. Frank became one of the leading pastry chefs in the world – still turning traditions upside down and inside out, to create his own legacy.

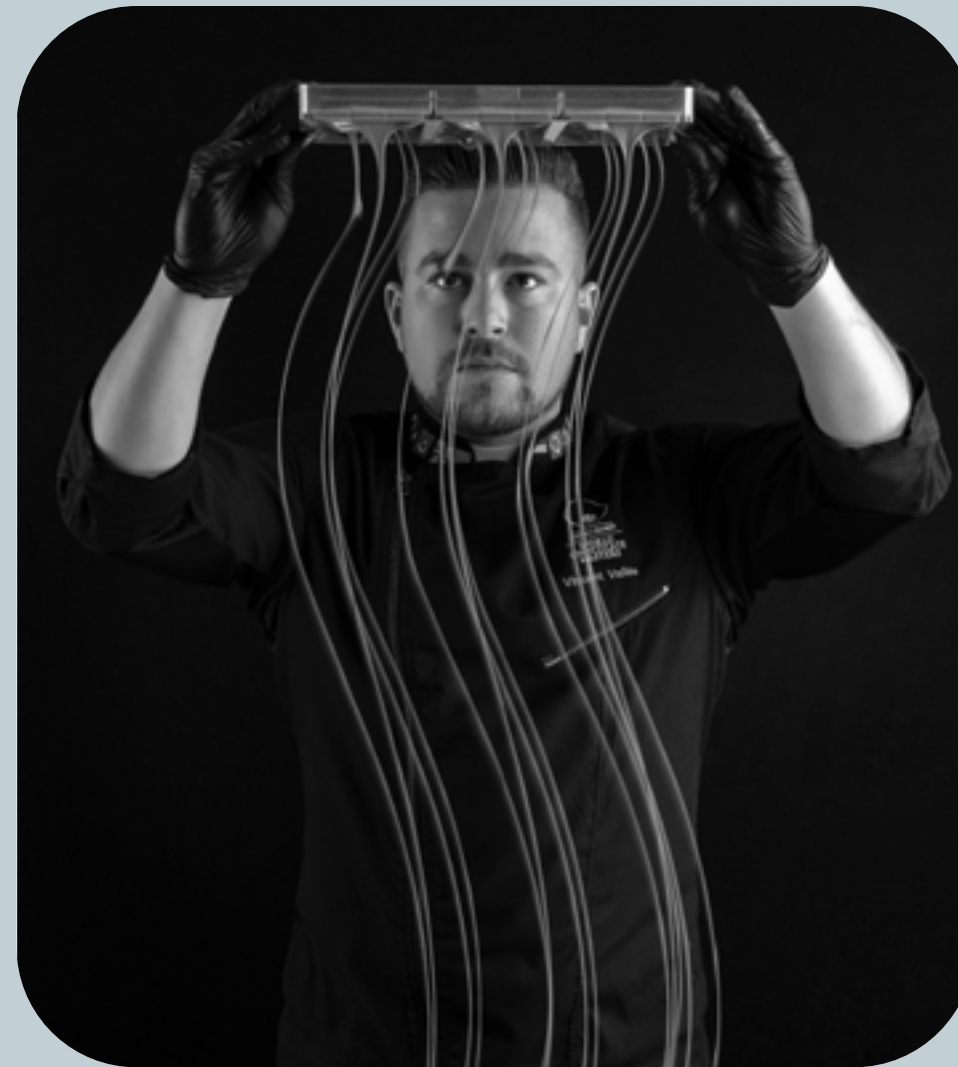
**WORLD CHOCOLATE MASTER 2013**



**DAVIDE COMASCHI – ITALY**

From the land of Michelangelo: Davide is a skilled, passionate, and incredibly dedicated craftsman. With his fascination for essential shapes like the triangle – returning in each of the assignments – he stunned and surprised all jury members. He combined vision, skill, and an unbeatable sense for perfection.

**WORLD CHOCOLATE MASTER 2015**



**VINCENT VALLÉE – FRANCE**

Vincent is 100% perseverance. He knows what he wants, and knows how to make it happen – no matter what. He surprised the jury with bold, straightforward flavours – yet with that slight hint of surprise no one expected. His showpiece is remembered until this very day: an avatar embodying the transition from human to nature.

**WORLD CHOCOLATE MASTER 2018**



**ELIAS LÄDERACH – SWITZERLAND**

His sense for perfection, attention to detail and impeccable execution – even under pressure – impressed the jury. Elias showed innovation – and what's more: efficiency in processing and reproducing his ideas. He clearly showcased his concepts, which the jury recognised in every assignment.

**WORLD CHOCOLATE MASTER 2022**



**LLUC CRUSELLAS – SPAIN**

Go big or go home. And Lluc Crusellas went big. All in. He managed to charm the jury and the entire Salon du Chocolat with his style – and more importantly, his great-tasting chocolate. His bold and refined straightforward flavours charmed the jury. His shop window heroing a 170 kg elephant of hope was a very daring statement, the jury could not neglect.

This edition's theme is

# Play!



*Play! is fun. Get on the rollercoaster of discoveries. Playing enables us to explore new things. It pushes the boundaries of what we know. And it brings people together. Artisans, chefs, and consumers who want to enjoy life to the fullest. In this '24/25 edition of the World Chocolate Masters, we invite you to play and reshape indulgence to fit new consumer trends and rekindle the joy of chocolate.*

*Playing is vital to progress. As a chef, playing allows you to inspire. To engage. To develop and share a whole new flavour experience with chocolate as our ingredient of choice.*

# Why do we need Play! in our lives?



# How will you Play?

More than ever, consumers want to be surprised and celebrate life. They want to find exciting new products in our shops and outlets that create smiles. This is your chance to play and leave a mark on the history of patisserie and confectionery.

Create the innovations that bring a new sense of indulgence, optimism, comfort, pleasure and joy to our everyday life.

Is there any better medium than chocolate to play? Push the boundaries in your creativity, your skills and your craft. Develop your unique flavour language to trigger an excitement that is contagious and shared. Excite the taste buds through your vision on indulgence.



# Play!

is about having fun  
with flavours & textures

Get ready for fun! 'Play!' starts with playing with ingredients, flavours and textures to create a wonderful sensory experience. Consumers want to celebrate life. Spoil the jury with a burst of intense indulgence. They expect bold, exciting, flavours and textures that add a thrilling dimension to the taste. Have fun and bring positive energy to the jury desk.





# Play!

is about fresh, tasty  
and good for you

How can indulgence also be good for body and mind? 'Play!' invites you also to think about freshness, less processed and tasty nutrients that give our mental and physical wellbeing a boost. How will you turn confectionery, pastry and desserts into a guilt-free yet rewarding indulgent treat?

# Play!

is better with  
the right support



Chocolate Academy™ is a proud partner of World Chocolate Masters. Together, we aim to be the most inspiring and creative chocolate platform in the world, heroifying chefs from around the world who want to push their skills, talent, and vision of chocolate creativity forth.

We will guide and support you by making your journey an unforgettable one. At Chocolate Academy™, we celebrate craftsmanship and empower artisans and chefs to become the very best versions of themselves. Count on our support and our network of chefs and ambassadors to get there, step by step.



CHOCOLATE ACADEMY

## **Chocolate Academy™**

With 27 training and support centres around the world, Chocolate Academy aims to empower chefs and help them be at their very best. This is why Chocolate Academy™ is proud of accompanying the contestants throughout their journey.

## **Our network of chefs**

We thrive together thanks to the support and guidance from our network of expert-chefs and ambassadors around the world. Any questions about applications, techniques, flavours or about the Gourmet brands portfolio of Cacao Barry, Callebaut, Mona Lisa? Technical or creative questions about the assignments? Rely on our network of professionals to coach and guide you.

Through our brands, we offer ingredients, knowledge and inspiration. We build a network to make chocolate aspirations come true, and to help your business thrive. We bring new skills and knowledge to kitchens all around the world.

With 80 Chocolate Academy™ Chefs and more than 200 Chocolate Ambassadors, we constantly share new techniques, consumer trends, insights, business support, and opportunities for co-creation.



**CHOCOLATE ACADEMY**



CHOCOLATE ACADEMY





# EXPRESS YOUR TRUE NATURE™

Cacao Barry is proud to announce and support the 9th edition of the World Chocolate Masters global competition. This competition brings a new league of chefs into the spotlight and their quest to delight our day with breathtaking creativity. A creative journey we share with them.

Innovators and explorers in **fine cacao flavour excellence**, protectors of its diversity and rooted in French pastry since 1842, Cacao Barry shares the cacao wholefruit experience. From nature to plate, with farmers and chefs.

We strive to elevate chefs' creativity, constantly fuelled with exciting fine flavours:

- valorising and respecting nature
- promoting strong stimulating and inclusive communities
- igniting mindshifts

We empower all creative chefs, masters and the next generation to engage fully to reach their vision: **TO EXPRESS THEIR TRUE NATURE.**



Together with chefs and farmers, Cacao Barry is at the heart of the fight for a better tomorrow, today. We commit to ensuring sustainable living that respects the environment, communities and individuals through important and impactful programmes such as Cocoa Horizons and the Bee Friendly certification for our nuts range.

## Héritage

The chocolate references with unrivalled consistency in taste and technical properties for core pastry applications



**Lactée Barry**  
cocoa 35%  
milk



**Zéphyr™**  
cocoa 34%  
white



**Zéphyr™ Caramel**  
cocoa 35%  
white with caramel

## Purity from Nature

Nature's power flavours – for more cacao intensity



**Lactée Supérieure**  
cocoa 38%  
milk



**Alunga™**  
cocoa 41%  
milk



**Inaya™**  
cocoa 65%  
dark



**Ocoa™**  
cocoa 70%  
dark



**Extra Bitter Guayaquil**  
cocoa 64%  
dark



**Evocao™**  
Wholefruit Chocolate  
cocoa 72% dark

## Origin couvertures

A collection of cacao flavours from around the world



**Tanzanie**  
cocoa 75%  
dark



**Mexique**  
cocoa 66%  
dark



**Saint Domingue**  
cocoa 70%  
dark



**Venezuela**  
cocoa 72%  
dark



**Ghana**  
cocoa 40%  
milk



**Ambre Java™**  
cocoa 36%  
milk



**Fleur de Cao™**  
cocoa 70%  
dark

## Plantation couvertures

Cacao flavours that reflect terroir and individual farmer vision



**Alto el Sol**  
cocoa 65%  
dark



**Madirofolo**  
cocoa 65%  
dark

# The Cacao Powders Collection

## Naturelle

A delicious innovative collection of 100% cacao natural powders offering rare fine flavours, a variation of remarkable colours: from dark to light brown, with organic and single origin options.



Nature Cacao



Nature Fruitée

## Universelle

The ultimate collection of all-round cacao powders, built upon iconic French savoir-faire. It has been perfected to be the reliable choice for universal use of 100% cacao natural powders offering rare fine flavours, a variation of remarkable colours: from dark to light brown, with organic and single origin options.



Extra Brute



Plein Arôme



Rouge Ultime

## Performante

Unique cacao powders selected for their exceptional characteristics fitting very specific use for unbeatable results.



Décor Cacao



Légère 1%



Noir Intense

## Nut based products



Pure pastes



Pralines



Giandujas



Sablages



Cacao Nibs



Pailleté feuilletine

The available products may differ from country to country. Your local WCM organisation will provide you with the list of available brands and options.



CALLEBAUT®

BELGIUM 1911

# CRAFT AT YOUR BEST

Never settle for less than original. Often copied, yet standing above imitators, Callebaut®'s Finest Belgian Chocolate range have become essentials in kitchens of chefs around the world. In 1911, Octaaf Callebaut had the dream to craft a chocolate taste that would purvey for generations.

Recipe references such as 811, 823, 70-30-38 have become the chocolate couvertures preferred by chefs around the world. Their bold, straightforward and complete taste profiles have become a solid base for chefs to play with ingredients, flavours and textures that excite every time and please to many consumers.

Taste, workability and sustainability are the core values for Callebaut to enable chefs to craft at their best.



**TRACEABLE  
100% SUSTAINABLE  
COCOA BEANS**



Since 2019, the cocoa liquor for Callebaut's Finest Belgian Chocolate recipes is made with 100% sustainable cocoa beans – traceable to the cocoa farming cooperatives. Investing in sustainable cocoa contributes to improved farmer livelihoods and thriving farmer communities.

## FINEST BELGIAN CHOCOLATE

The reference in Belgian chocolates, made from bean to bar in Belgium. Appreciated for their taste, great pairing potential and reliable workability by chefs around the world.



**POWER 80**  
80% cocoa solids  
dark chocolate



**70-30-38**  
70.5% cocoa solids  
dark chocolate



**811**  
54.5% cocoa solids  
dark chocolate



**POWER 41**  
40.7% cocoa solids  
milk chocolate



**823**  
33.6% cocoa solids  
milk chocolate



**W**  
26.2% cocoa solids  
white chocolate



**RB2**  
32.8% cocoa solids  
ruby chocolate



**GOLD**  
33.4% cocoa solids  
caramel chocolate

## CALLEBAUT NXT

The new generation of 100% plant-based and dairy-free chocolates for all your vegan, dairy-free, lactose-free and plant-based creations.



**DAIRY-FREE DARK**  
55.7% cocoa solids  
dark chocolate



**DAIRY-FREE M\_LK**  
42.3% cocoa solids  
m\_lk chocolate

## ORIGIN RANGE

Callebaut's selection of Single Origin chocolates with a distinctive flavour profile, from fine flavour cacaos around the world.



**MADAGASCAR**  
67.4% cocoa solids  
dark chocolate



**SAO THOMÉ**  
70% cocoa solids  
dark chocolate



**ARRIBA**  
39% cocoa solids  
milk chocolate

## COCOA PRODUCTS

The basic tools for every chocolatier: to intensify, increase fluidity, colour spray, etc.



**COCOA MASS**



**COCOA POWDER**



**COCOA BUTTER**

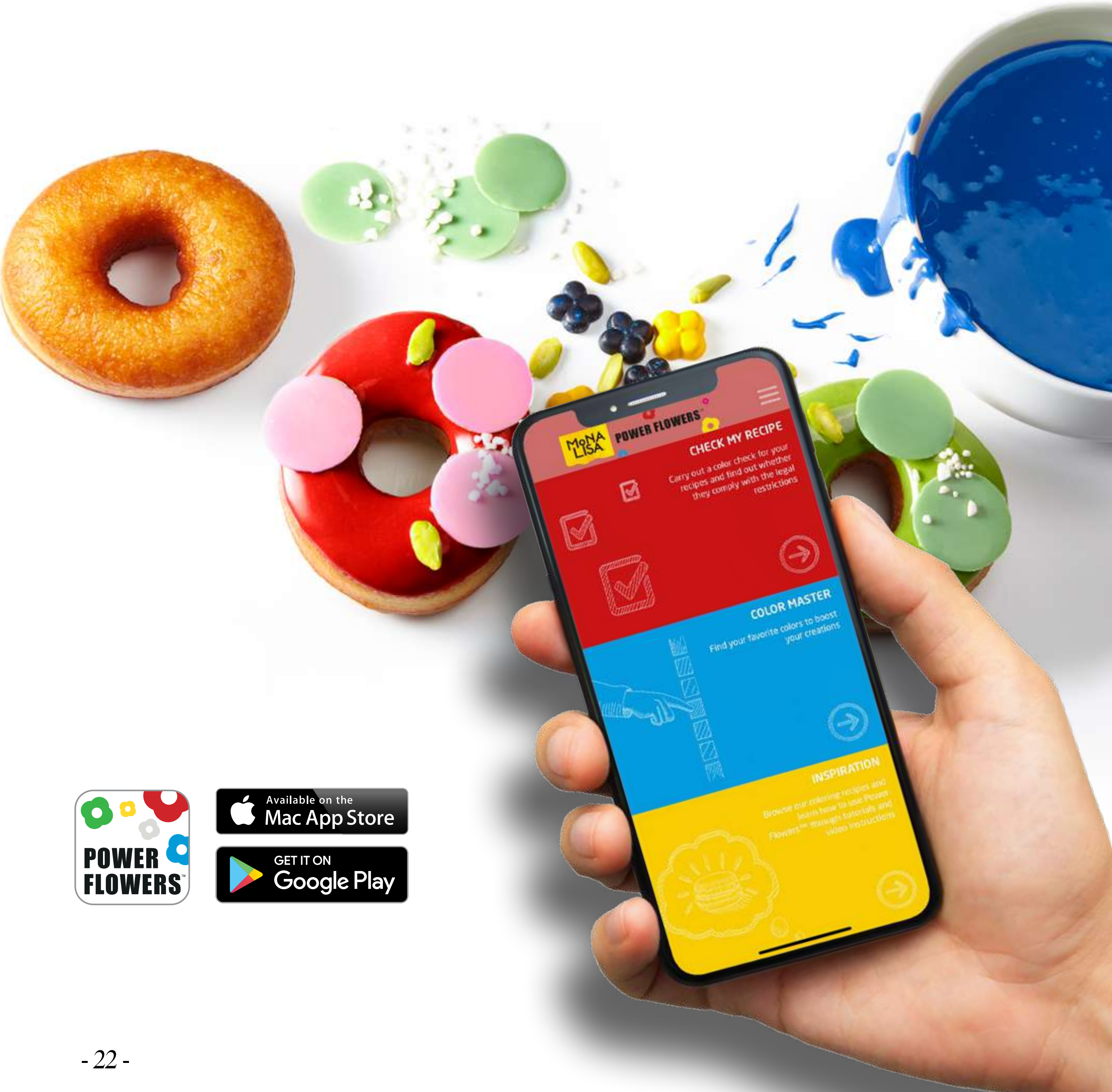
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# MAKE IT EXTRAORDINARY

With its brand name referring to Leonardo da Vinci and his masterpiece, Mona Lisa Decorations use science and technology to offer chefs the tools to create their unique art. With the Mona Lisa Studio line, chefs can count on a wide choice of ingredients and tools to turn their delights into extraordinary creations that stand out in the counter and on the plate.

Aiming for naturalness and compliance with the strictest food regulations, Mona Lisa developed a range of colours that bring a contemporary, all-natural and delicious spark. Designed for optimal user convenience and versatility, they allow for flawless creativity in patisserie, confectionery, desserts, and bakery.



**FROM NATURAL ORIGIN: POWER FLOWERS**



**™POWER FLOWERS**  
RED E-FREE

**™POWER FLOWERS**  
YELLOW E-FREE

**™POWER FLOWERS**  
BLUE E-FREE

**NON AZO CREATIVE COLOUR POWDERS**



GOLD  
NON AZO

BRONZE  
NON AZO

COPPER  
NON AZO

SCARLET  
E-FREE COLOR



**E-FREE / NON AZO COLOURED COCOA BUTTERS**



RED  
E-FREE / NON AZO

ORANGE  
E-FREE / NON AZO

YELLOW  
E-FREE / NON AZO

PINK  
E-FREE / NON AZO

PURPLE  
E-FREE / NON AZO

TURQOISE  
E-FREE / NON AZO

BLUE  
E-FREE / NON AZO

GREEN  
E-FREE / NON AZO

BROWN  
E-FREE / NON AZO

BLACK  
E-FREE / NON AZO

WHITE  
E-FREE / NON AZO

**E-FREE / NON AZO COLOURING FOOD POWDERS**



RED  
E-FREE / NON AZO

ORANGE  
E-FREE / NON AZO

YELLOW  
E-FREE / NON AZO

BLUE  
E-FREE / NON AZO

GREEN  
E-FREE / NON AZO

**NON AZO COLOURED TRUFFLE POWDERS**



PINK  
NON AZO

YELLOW  
NON AZO

PURPLE  
NON AZO

BLUE  
NON AZO

GREEN  
NON AZO

**CHOCO COOL COOLING SPRAY**



The available products may differ from country to country.  
Your local WCM organisation will provide you with the list of available brands and options.

# Timeline

## National Selections '24





# Timeline

## National Selections '24

The timeline below merely serves as suggested timeline and may be changed by the local WCM organisation. The exact timings will be communicated to you latest 2 months prior to your National or Regional Selection:

	<b>08:00</b>	Presentation of <b>YOU</b> to jury
<b>START</b>	<b>08:30</b>	Start of competition
	<b>11:00</b>	Presentation, tasting and evaluation of <b>Share the Fun</b> (individual timings for each contestant)
	<b>12:30</b>	Presentation <b>Whimsical Bonbon</b> (same deadline for everyone – only written explanation serves as guide for jury)
	<b>14:30</b>	Presentation <b>PlayBox</b> + transportation (individual timings for each contestant)
<b>END</b>	<b>16:45</b>	Presentation of <b>Pastry Play</b> / End of competition (same deadline for everyone – presentation to jury and tasting, one by one after finishing the competition)
	<b>17:15</b>	Presentation of <b>YOU</b> to audience
	<b>18:00</b>	Proclamation of jury results & cocktail



# Player, are you ready?

It's your turn to Play! with ingredients, textures, and flavours.  
With designs that bring the timeless and innovative sides of chocolate together.

To reach the last level, the World Chocolate Masters World Final in 2025,  
the jury expects contestants to be:

**DESIGNERS**

**COLLABORATORS**

**ENTREPRENEURS**



# Be designers

‘Play!’ around with chocolate, push your creative boundaries, and create new and intriguing formats for confectionery and patisserie. Start with an overarching concept and build upon it. Make sure your concept is playful, engaging, and carries your own meaningful style.

# Be collaborators

Make use of the Chocolate Academy™'s collaborative input. Put together by expert-chefs, scientists and nutritionists, this information is up for grabs, to aid you in creating permissible, conscious, and indulgent chocolate delights packed with flavour. Dare to challenge yourself and your ideas during your creative quest: exchange ideas with people who inspire you. Feedback can be a good advisor.



# Be entrepreneurs

You've designed and crafted original creations. How would you make your ideas stand out? How would you make them tell a unique story? Being successful is not only about skill, vision or creativity *yet also* about commercial talent. Either a fresh patisserie, dessert, or bonbon — be prepared to make chocolate concepts that can sell themselves.





# National Selections '24 The assignments



The World Chocolate Masters invites chocolate artisans like you to share the joy of chocolate with the world. To bend and twist the rules of what's known and create the unknown. To discover how far the playfulness of chocolate can take us.

It's our mission to offer artisans & chefs the world's most inspiring platform, advancing and celebrating innovation with chocolate. We dedicate this platform to you. Here, *you* set the trends – fuelled by changing consumer needs and your creative vision. We are here to offer you exposure for your ideas and vision.



# Level 1 YOU





# Who are You?

Make an oral and visual presentation to explain your overarching concept and ideas. What the jury wants to hear and see:

**WHAT INSPIRED YOU?**

**WHAT UNITES ALL YOUR CREATIONS?**

**HOW DO THEY FIT INTO THE THEME?**

**WHAT MAKES YOUR CONCEPT DIFFERENT?**

**WHERE WOULD YOU SELL IT?**

**HOW WOULD YOU PROMOTE IT?**



# Level 1 Guidelines

- Present the **story of your creative quest** twice:
  - The first time: **only to the jury** before the start of the competition (without any audience). This presentation happens outside competition time – before you start the assignments.
  - A second time: **to the live audience**. This presentation happens outside the competition time too, after all assignments have been presented to the jury.
- You have **3 minutes** for your presentation: not more!
- You may use **visual support** (such as video or a slideshow including sounds or rights-free music).

# Do's<sup>, Level 1</sup> and don'ts

## DO'S

- Prepare a presentation to describe and explain **how you interpret the 'Play!' theme and how it inspired you:**
    - What is your key concept?
    - What is the common thread throughout your assignments?
    - Explain your choice of ingredients and how they fit your concept and the theme?
    - What is unique and different about your creations?
  - **You are allowed to use visual aids** to illustrate your speech: still or moving images, sound or rights-free music tracks. Allowed visual aids: pdf / .mp4 video with or without sound (no speech) / Google slides presentation – all media in 16:9 or 1920x1080 px format.
  - Share your video or slideshow presentation with your local WCM contact person **latest one month before the National Selection** takes place.
- 

## DON'TS

- **No illegal copying:** make sure the rights are cleared for any images, footage or audio you use.
- **No spoken audio:** you have to present and explain yourself **LIVE before jury/audience.**

# Level 1. Evaluations

- Level 1 'YOU', accounts for 12% of the total score.
- The jury will evaluate the performance of each contestant based on:

## CONCEPT

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<b>CLARITY OF STORY</b>	<b>10PT</b>
<b>COMMERCIAL POTENTIAL</b>	<b>10PT</b>
<b>UNIQUENESS</b>	<b>10PT</b>
<b>COMMON THREAD</b>	<b>10PT</b>

## VISUAL EXPERIENCE

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<b>VISUAL PRESENTATION</b>	<b>10PT</b>
(QUALITY OF YOUR CONTENT IS KEY / NO NEED FOR EXPENSIVE PRODUCTION)	

- The jury has the right to give penalty points for non-compliance with the rules of this assignment.

Level 2  
Share  
the fun



# What is Share the fun?

This is your time to surprise! Create a wowing, playful and delicious chocolate delight to share with 6 friends or family members around a table, after dinner. It should replace a gift – like a bottle of wine you’d bring to the party. It must have a generous, festive and playful character – made to be enjoyed in good company.

# Level 2 Guidelines

- **Go beyond the classic chocolate entremets or dessert to be cut at the table.** Create a unique, shareable design, format and experience that is instagrammable or TikTokable.
- **Think beyond 6 equal portions.** Some people in your company may want to eat more or less. So think about how your sharing concept responds to the individual appetite of guests around the table.
- Chocolate must be clearly present in the taste of your dessert.
- There is **no limitation in the number of other ingredients**, but all should be edible and compliant with your local food legislation.
- It must be **transportable**: maximum measures of 25 cm x 25 cm x 12 cm.
- You may bring a **maximum of 2 pre-made components** (prepared by you in your own kitchen).
- The **accepted pre-made components** are the following\*:
  - Pre-made and/or pre-baked patisserie base: such as puff pastry, choux pastry, sponge, joconde, sourdough, sablé, brioche, shortbread, or any other dough.
  - Fermented ingredient.

\*If you will make use of pre-made components, document their making with video/images that clearly show you are behind their creation.

# Do's and don'ts<sup>, Level 2</sup>

## DO'S

- The sharing creation should be **made from scratch and assembled LIVE** before the jury.
- All components have to be **made at the premises on the day of the presentation**, except for the maximum of 2 accepted pre-made components (optional).
- In case you would include **chocolate shells, shapes or decorations: they must be made and assembled during competition time** (not pre-made at home!).
- Your sharing concept should contain **at least 3 different textures** (decorations not included).
- Weight of the total sharing concept: **300g - 450g** (including decorations).
- Present on a **flat tray brought by you** – no need to present ‘Share the Fun’ in a box.
- The WCM organisation will provide plates for degustation by the jury.

## DON'TS

- **No shareable drinks!** The jury expects a sharing creation that is a complete, rewarding experience – a play of different textures.
- **Not more than 2 sides!** You are allowed to serve sides – yet only when temperature differences would be essential to your creation: e.g. a hot sauce, a frozen component.



# Level 2. Evaluations

- Level 2 'Share the Fun', accounts for 22% of the total score.
- The jury will evaluate the performance of each contestant based on:

## CONCEPT

CONCEPT CLARITY	10PT
INNOVATION IN FORMAT	10PT
THEME REPRESENTATION	10PT
VISUAL ASPECT & DESIGN	10PT

## TASTE EXPERIENCE

TASTE	10PT
FLAVOUR HARMONY	10PT
TEXTURE	10PT
PAIRING	10PT

## TECHNICAL SKILLS

CRAFTSMANSHIP	10PT
ORGANISATION/TIDINESS	10PT
MASTERING TECHNIQUES	10PT
WASTE MANAGEMENT	10PT

- The jury has the right to give penalty points for non-compliance with the rules of this assignment.
- The jury will use your brief oral presentation of 2 minutes as a guide during the tasting and evaluation.



# Level 3 Whimsical bonbon



# What is the Whimsical bonbon?

Create a chocolate bonbon that is fun, exciting and refuels people! The challenge: your bonbon needs to be a game-changer. You can use any technique to create it. And it should represent playfulness in its purest form: visually showing your craft, convincing with exciting flavours and textures. Think delicious and guilt-free: all-natural, no artificial ingredients.

# Level 3 Guidelines

- Use **any technique** to create your bonbon.
- The **shape and appearance of your bonbon** are the keys to unlock the next level! ‘Play!’ and show your creativity and skill. Even when using an existing mould.
- **Taste is essential:** the jury expects a burst of flavours! Turn your bonbon into a little delight that plays with the taste buds.
- There is **no limitation in the number of other ingredients**, but all should be edible and compliant with your local food legislation.
- The bonbon should consist of **at least 2 different textures** (chocolate shell and decorations not included as a texture).

# Do's and don'ts<sup>, Level 3</sup>

## DO'S

- Your chocolate bonbon must be **made from scratch** before the jury.
- In case you want use moulding as a technique, you can choose to:
  - Use an **existing mould** from any brand.
  - Create **your own mould** by using any technique (sculpting, 3D mould printing, etc.)
  - If you consider using a **Cacao Barry mould**, **follow the steps to get it in time\***
- Each moulded bonbon must be **10g - 15g** in total (including decorations).

## DON'TS

- **Don't use decoration without a clear function:** if decorations are used, they must have a function in the taste experience, and not just be a visual element.
- **Don't make your bonbon too sweet!** Minimise the use of sugars. Maximise the taste of all-natural ingredients.

\*In case you want to use Cacao Barry moulds, contact your local WCM contact person for a full list of available moulds.

# Level 3. Evaluations

- Level 3 'Whimsical Bonbon', accounts for 22% of the total score.
- The jury will evaluate the performance of each contestant based on:

## CONCEPT

CONCEPT CLARITY	10PT
INNOVATION IN FORMAT	10PT
THEME REPRESENTATION	10PT
VISUAL ASPECT & DESIGN	10PT

## TASTE EXPERIENCE

TASTE	10PT
FLAVOUR HARMONY	10PT
TEXTURE	10PT
PAIRING	10PT

## TECHNICAL SKILLS

CRAFTSMANSHIP	10PT
ORGANISATION/TIDINESS	10PT
MASTERING TECHNIQUES	10PT
WASTE MANAGEMENT	10PT

- The jury has the right to give penalty points for non-compliance with the rules of this assignment.
- The jury will use your written explanation as a guide during the evaluation (no oral presentation).



Level 4  
Playbox



# Get ready to Play!

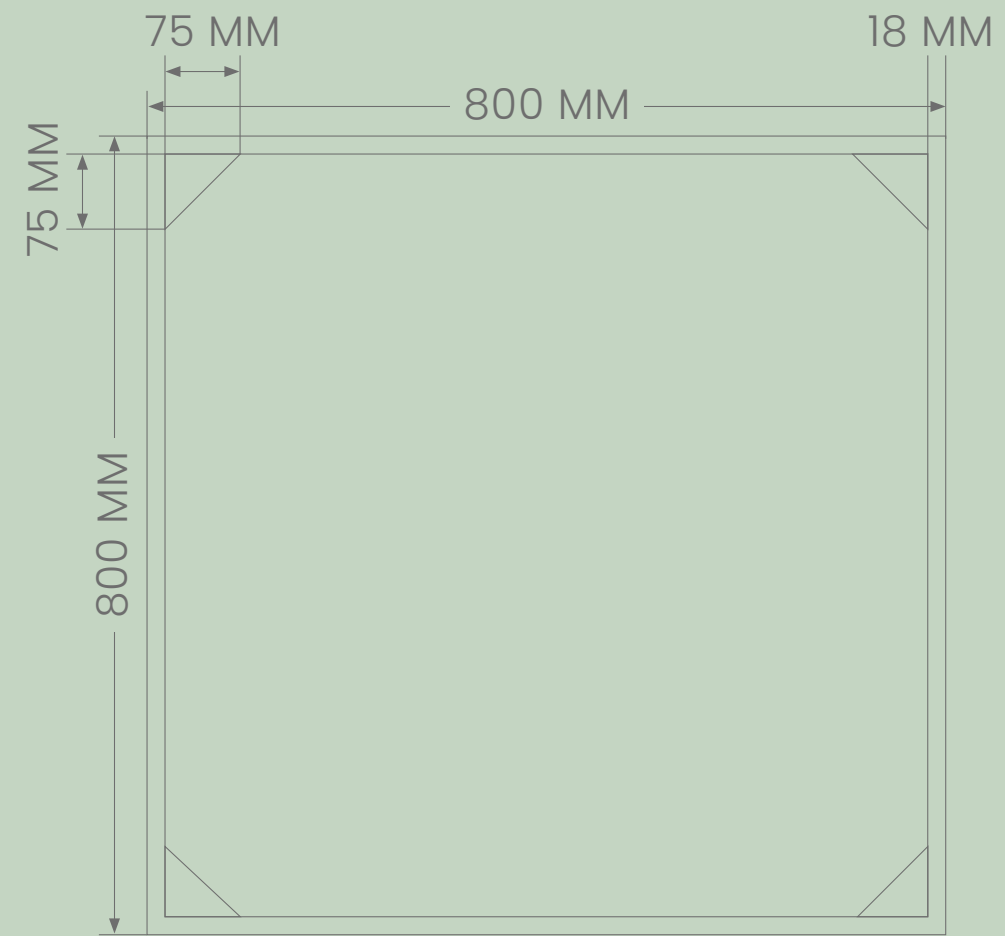
Design and put together an artistic chocolate display that tells the story of your chocolate bonbon. 'Play!' with the boundaries of your imagination to give this display stopping power: it should make people stop, look and discover!



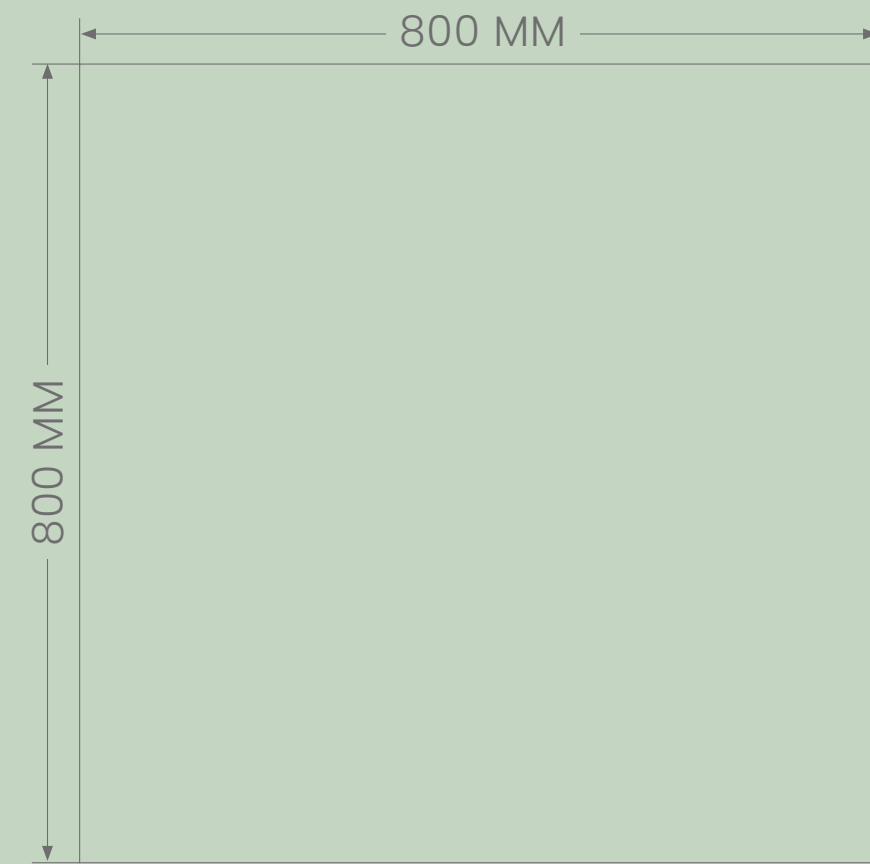
# Level 4 Guidelines

- PlayBox is an open display box that could sit in the window or interior of your own chocolate shop. It is open on front and back - measuring: 80 cm W x 80 cm H x 50 cm D.
- Use the box to integrate your chocolate design: your design must tell the story of the bonbon you created in Level 3.
- Every element in your design must be made with chocolate, cocoa, cocoa-derived products or edible colourants. No other edible elements are allowed (e.g. sugar).
- Support or suspension materials are only allowed to hold or hang something in place (e.g. nylon strings, plastic, wood...) and can only be used if they cannot be made in chocolate.

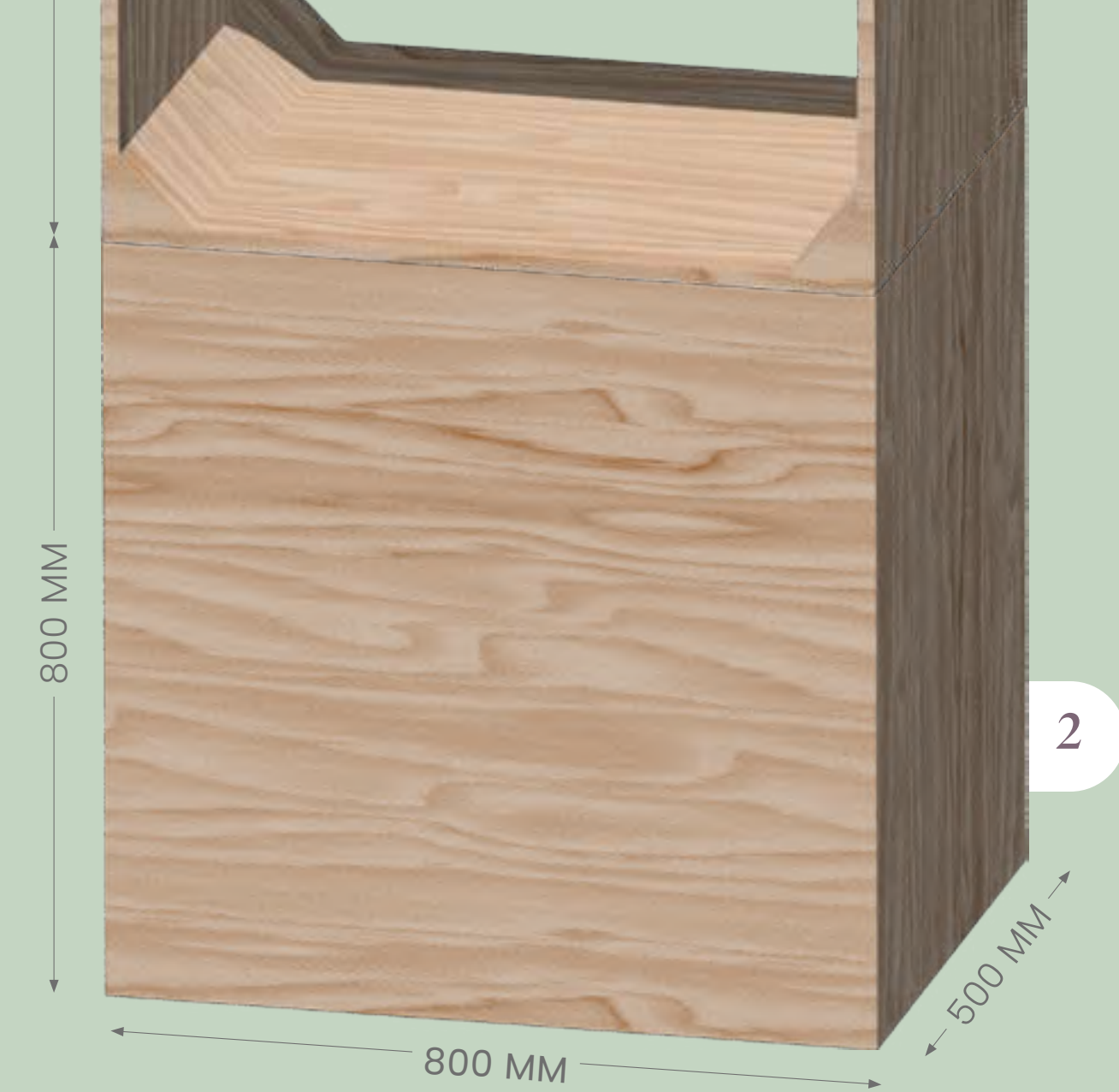
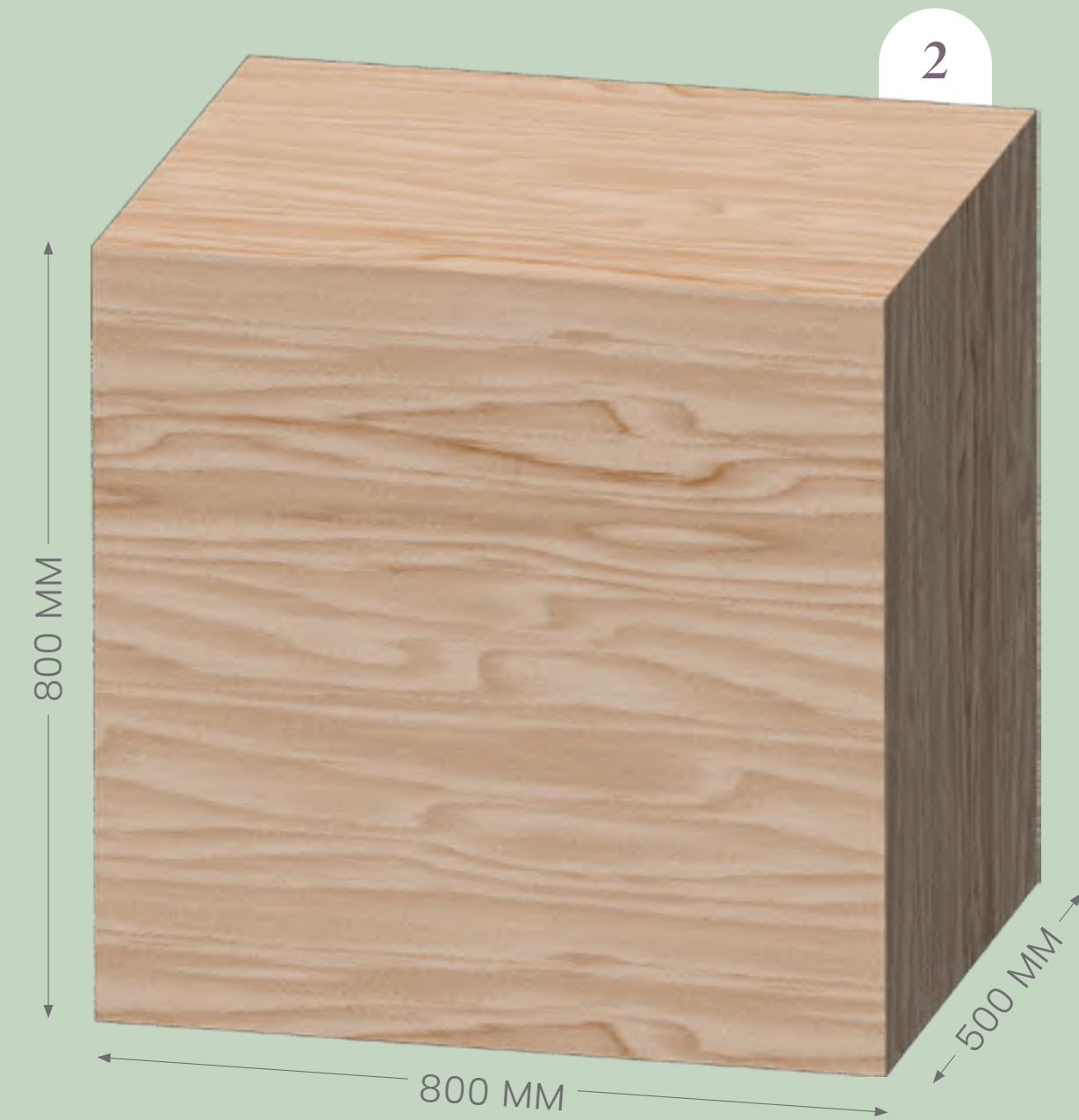
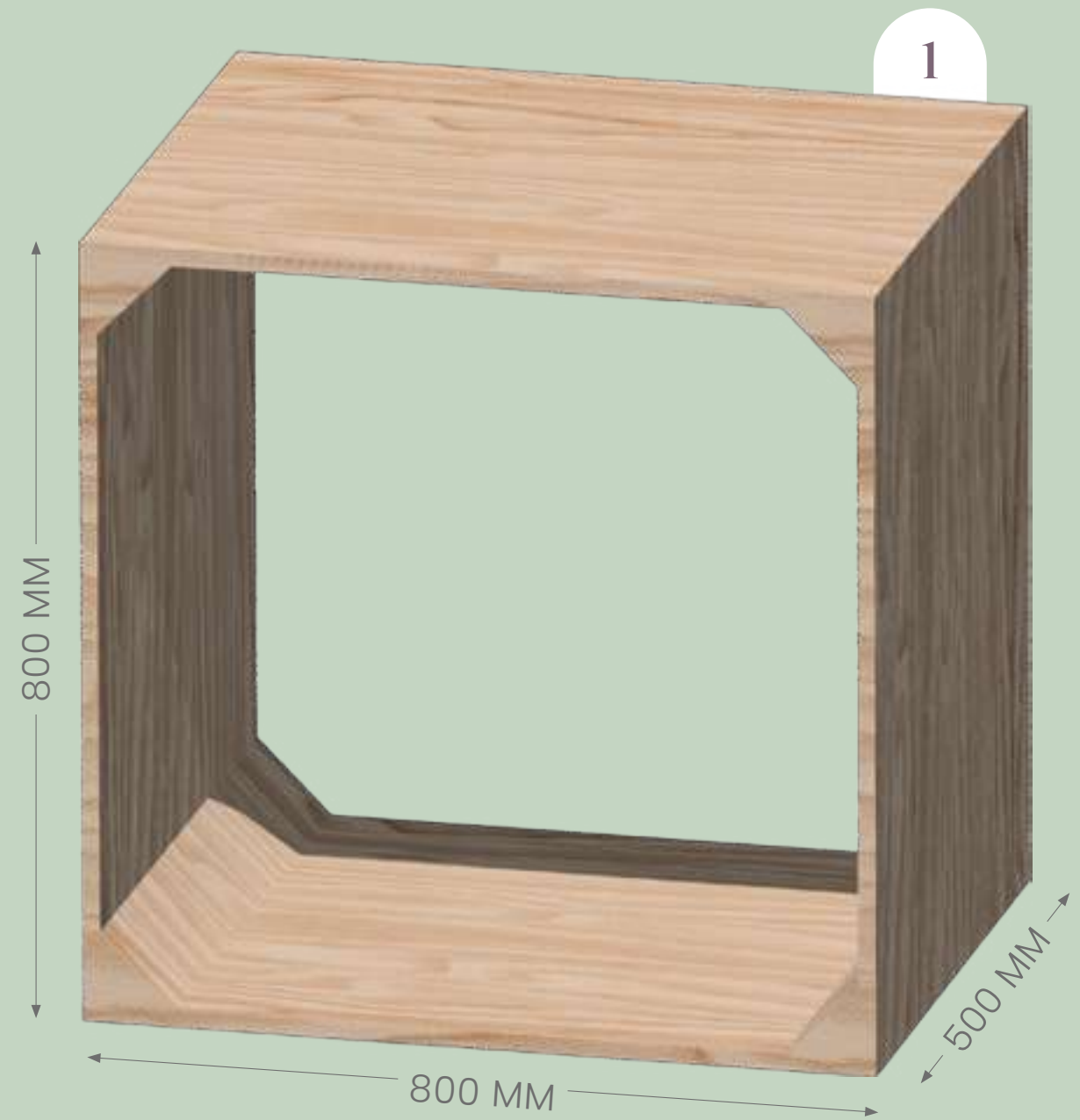
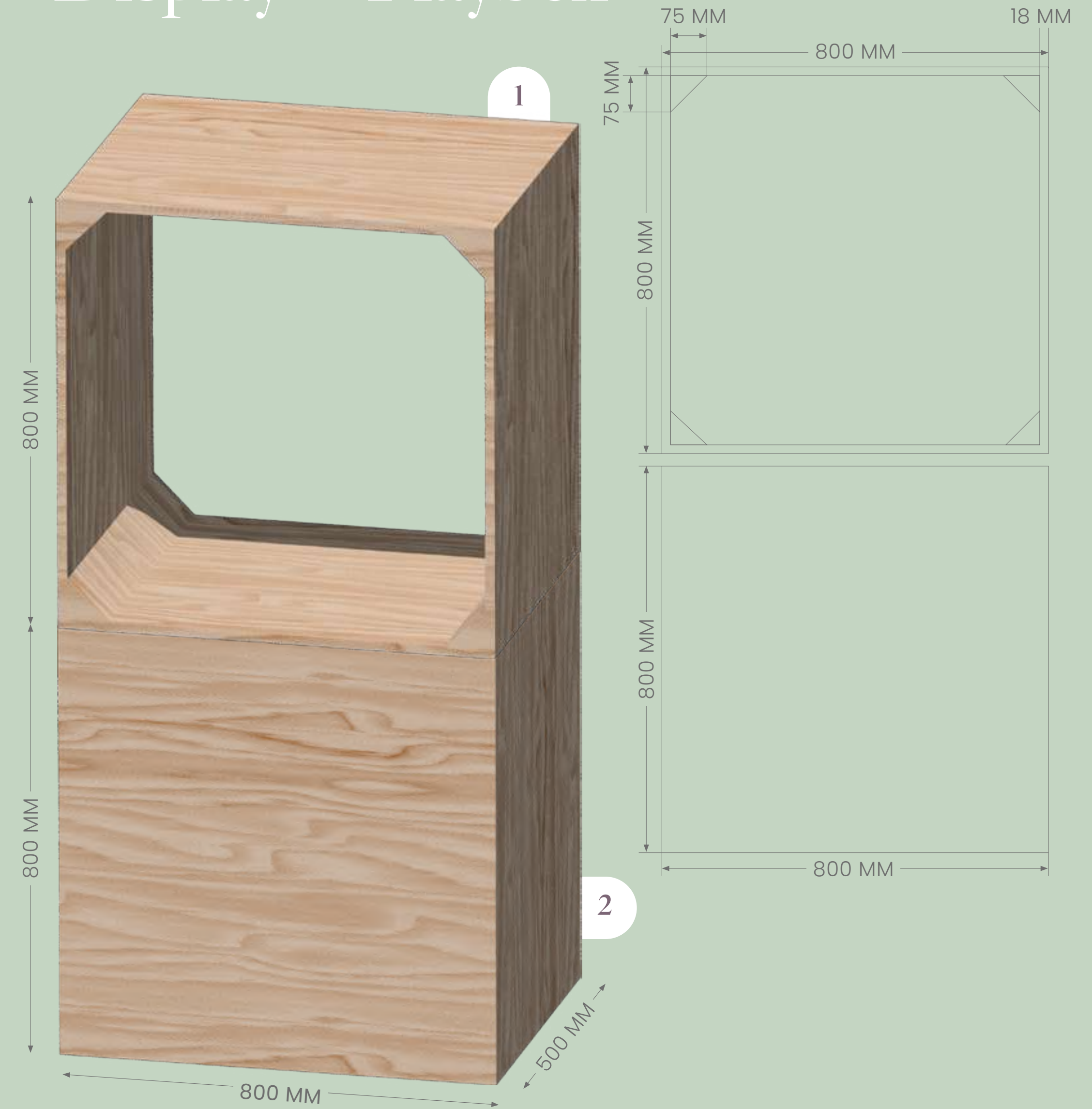
# Technical drawing Playbox



# Technical drawing Display



# Technical drawing Display + Playbox



# Level 4 Do's and don'ts

## DO'S

- Assemble the components for your PlayBox LIVE during competition.
- As a player, we encourage you to think and go outside the box! Make your design pop, go beyond the open sides of the display to create an immersive experience.
- The assignment will be judged from all angles of the display (front and back).
- Your PlayBox must include a clear visual representation of your bonbon (from level 3). You may use any scale to replicate your bonbons (not necessarily 1:1).
- There are no restrictions on how many bonbons you choose to include in your display.
- You must assemble and finish your PlayBox in your workstation – on the table top.
- Judging happens immediately after your presentation deadline for this assignment: it will be judged on the table top of your work station.
- Immediately after judging, transport your PlayBox to its display position. Help from assistants is allowed for the transportation.

# Do's and don'ts<sup>, Level 4</sup>

## DO'S

- The PlayBox will have to be placed on a display cube, measuring 80 cm W x 80 cm H x 50 cm D. Your exact spot will be communicated by the local WCM team.
- You are **allowed to bring single and non-assembled pre-coloured, moulded, and sculpted chocolate components**: assembling them needs to be done live. There is no limitation to the number, size, and measurements of these components. In case of moulded items: bring them in the mould.
- There are **no weight limitations** for your total design.
- **Exact replicas of the display boxes will be made available** on the day of the National Selections.

# Do's and don'ts<sup>Level 4</sup>

## DON'TS

- Don't alter or change the shape of the PlayBox or the display. Drilling holes, roughening the surface or spraying the PlayBox with coloured cocoa butter is allowed, yet has to be done within competition time.
- You are **not allowed to bring pre-assembled chocolate pieces.**
- Your complete creation must stay within the maximum measurements: **total height, depth and width of 120 cm.**
- **Don't use any other materials than cocoa, chocolate and edible colourants** to create the components for your PlayBox. No non-edible materials are allowed (except for suspension or support in case they can't be made in chocolate).
- Don't assemble or finish the PlayBox in the display area: **only in your workstation – on the table top!**
- **No boxes will be sent for training purposes:** re-create the box and display stand at home based on the technical drawings.
- **No help is allowed for the making or assembly** of your PlayBox (except for transportation).

\*In case you bring in pre-made single items: document the making of these pieces via videos and photos, clearly showing it's you who created them. In case of doubt, the jury may ask you to replicate certain techniques during the competition: replicating the technique will take place outside of competition time.

# Level 4. Evaluations

- Level 4 'PlayBox', accounts for 22% of the total score.
- The jury will evaluate the performance of each contestant based on:

## CONCEPT

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CONCEPT CLARITY	10PT
INNOVATION IN FORMAT	10PT
THEME REPRESENTATION	10PT
VISUAL ASPECT & DESIGN	10PT

## VISUAL EXPERIENCE

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VISUAL HARMONY	10PT
STOPPING POWER	10PT
INTEGRATION BONBON	10PT
OPTIMAL USE OF SPACE	10PT

## TECHNICAL SKILLS

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CRAFTSMANSHIP	10PT
ORGANISATION/TIDINESS	10PT
MASTERING TECHNIQUES	10PT
WASTE MANAGEMENT	10PT

- The jury has the right to give penalty points for non-compliance with the rules of this assignment.
- The jury will use your brief oral presentation of 2 minutes as a guide during the presentation and evaluation.

# Level 5 Pastry Play



# What is Pastry Play?

Immerse the jury in surprising flavours by creating a deliciously fresh chocolate patisserie from scratch. You must use 2 mandatory ingredients. Level up your craft and put your creativity to the test. The jury will expect you to push the boundaries and 'Play!'.



# Level 5 Guidelines

- **“Fresh” means:** a patisserie made, finished, and presented on the day it would be sold in a shop.
- The patisserie should feature the **2 mandatory ingredients:**
  - 1 chocolate of your choice (from the product range list) clearly present in the taste of your patisserie
  - 1 locally grown or crafted “base ingredient” with a key role in the flavour of your pastry (for instance: local fruit, fresh yoghurt or cheese, beer, local herbs or spices, etc.).
- There is no limitation in the number of other ingredients, but all should be edible and compliant with your local food legislation.
- You may bring a **maximum of 2 pre-made components** (prepared by you in your own kitchen).
- The **accepted pre-made components** are the following\*:
  - Pre-made and/or pre-baked patisserie base: such as puff pastry, choux pastry, sponge, joconde, sourdough, sablé, brioche, shortbread, or any other dough.
  - Fermented ingredient.

\*If you use pre-made components, document their making with video/images that clearly show you are behind their creation.

# Do's and don'ts<sup>, Level 5</sup>

## DO'S

- The pastry should be made from **scratch and assembled LIVE** before the jury.
- **All components have to be made fresh:** at the premises on the day of the presentation, except for the maximum of 2 accepted pre-made components (optional).
- The use of the **freezer or tools to freeze is allowed:** yet only for setting or solidifying components in your pastry.
- Present you patisserie as **small, individual patisseries.**
- **Think beyond the standard use of pastry moulds.** If you use moulds: show the jury how new techniques or skills with moulds, turn your creation into something unique and original.
- Your pastry should contain at least **3 different textures** (decorations not included).
- Weight per individual patisserie: **50g - 75g** (including decorations).
- Serve the pastry individually **on a plate of your choice.** The plates have to be brought in by you.

## DON'TS

- **Don't make your pastry too sweet!** Minimise the use of sugar – maximise the fresh, natural flavours.
- **No sides allowed:** all components must be integrated into or onto the patisserie.

# Level 5. Evaluations

- Level 5 'Pastry Play', accounts for 22% of the total score.
- The jury will evaluate the performance of each contestant based on:

## CONCEPT

CONCEPT CLARITY	10PT
INNOVATION IN FORMAT	10PT
THEME REPRESENTATION	10PT
SKILL & DESIGN	10PT

## TASTE EXPERIENCE

TASTE	10PT
FLAVOUR HARMONY	10PT
TEXTURE	10PT
PAIRING	10PT

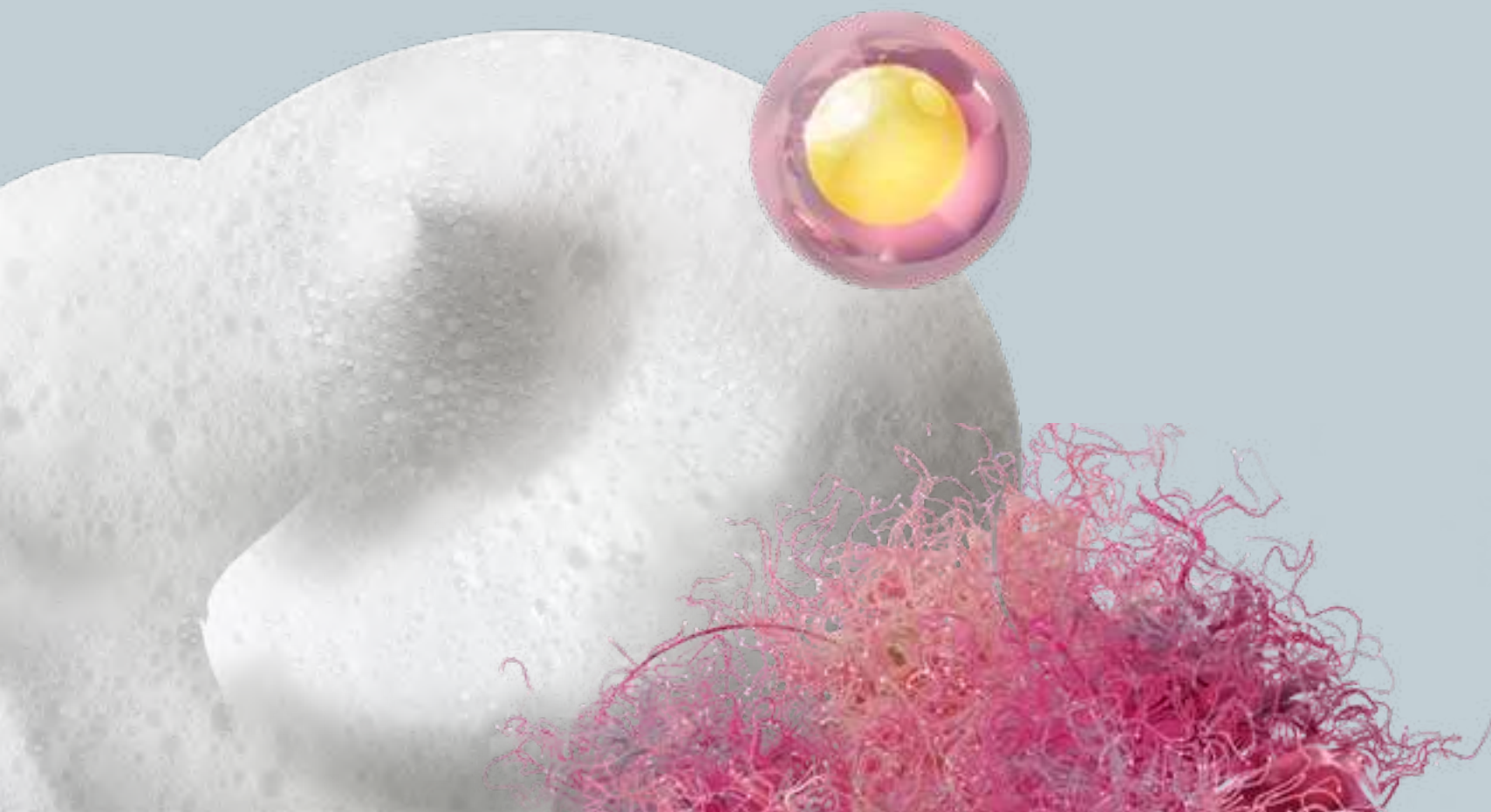
## TECHNICAL SKILLS

CRAFTSMANSHIP	10PT
ORGANISATION/TIDINESS	10PT
MASTERING TECHNIQUES	10PT
WASTE MANAGEMENT	10PT

- The jury has the right to give penalty points for non-compliance with the rules of this assignment.
- The jury will use your brief oral presentation of 2 minutes as a guide during the evaluation.



# Rules that apply to all assignments



## Rules that apply to all assignments

- All of the assignments should **clearly represent this year's theme: 'Play!'**.
- They must also showcase a **common thread** that unites them all representing your concept / source of inspiration.
- For all assignments: use one or more of the **chocolate couvertures and/or cacao products from the supporting brands Callebaut and Cacao Barry**. Your local WCM team will inform you about the available products you can choose from for your national selection. Document why you made those choices: the jury may ask you why.
- In case you require **non-cacao or non-chocolate ingredients** that are available **in the ranges or our brands** (i.e. pralines, crunches, etc.), you must use these products. Similar ingredients from competitors are not allowed. If a specific ingredient is not offered in the range, you may source it from another brand or make it from scratch.
- Different chocolates will be available from the **automatic tempering machines** set up in the competition area. Your local WCM team will inform you about which chocolates. Note: you are responsible for **checking and mastering the correct tempering of each chocolate**.
- Your **individual time schedule** and the **number of creations** to be presented to the jury for each assignment will be communicated by your local WCM team latest **4 months prior to the competition**.
- The **use of colours is allowed** as long as they are edible and from natural origin. (note: colourants with E-numbers [such as E100: curcumin] are allowed because of their 100% natural origin.) Select them from the **Mona Lisa Studio line**: no colourants from other brands are allowed. The local WCM team will inform you on which ones will be available.
- **All local ingredients** you use must comply with the following: E-number-free / no artificial colourants / no artificial flavours / no preservatives / no artificial sugars.
- The **total competition time** from start to finish to complete all assignments will be **8h 15min** (except for 'You') which you'll need to present outside competition time.
- For any **equipment and machinery** available during your National Selections: the local WCM team will provide you with a full list of all available items **as of September 2023**.



# Deliverables & deadlines



## Deliverables & deadlines

- Applying for the National Selections?
  - You can apply **until 3 months before your National Selections** takes place.
  - To apply: go to [www.worldchocolatemasters.com/apply](http://www.worldchocolatemasters.com/apply) and fill in the form.
  - The WCM chefs committee will review and assess all applications and inform all applicants in due time to prepare for the national or regional selections.
- All practical information regarding tools, equipment, floorplan and positioning of the work stations will be provided to you latest 2 months before the National or Regional Selection takes place.
- Fill in your **order form for cacao and chocolate products, moulds, and colourants** you wish to order from our brands.
  - The available products may differ from country to country. Your local WCM organisation will provide you with the list of available brands and options in local order forms.
  - Deadline for sending in your order forms will be communicated to you by your local WCM team.
- Provide your local WCM team with **the recipes for:**
  - Pastry Play
  - Share the fun
  - BonbonYour local WCM team will provide you with a **template to fill in your recipes in your local language.**
- Recipes need to be sent in **3 weeks prior to the National Selection** in your country.
- In case you want to use **visual aids for your ‘You’ assignment:**
  - Make sure to send it in latest 1 month before your National or Regional Selection takes place.
  - The allowed formats are: **.pdf / .mp4 / Google Slides.**

# Terms & conditions





## 1. Conditions for admission to the national selections

### 1.1 Occupation

This competition is open to anyone who is working in the following sectors: patisserie (making and confectionery), restaurants and catering, professional culinary training (with the exception of members of the International Ambassadors Club of Cacao Barry, Callebaut, Carma or Chocovic, and Barry Callebaut employees).

### 1.2 Nationality

Applicants must hold the nationality of the country where they apply, or they must have resided and worked there officially for a minimum of 1 year. When requested, they must provide the official residence documents.

### 1.3 Age

Contestants must have the legal age of at least 21 years by the time of the National Selection.

### 1.4 Winning the National Selection

The contestant who receives the total highest score from the professional jury during the National Selection will be awarded the title of 'National Chocolate Master' and will get admission to participate in the world final. In the case of withdrawal or exclusion of the winner of the National Selection, the national runner-up can be contacted under approval of the WCM organisation to replace the withdrawing finalist in their participation at the world final. During the world final, the 'National/Regional Chocolate Master' will represent the country/region that organised the national selection.

### 1.5 Code of ethics

No records or expressions of racism or discrimination are allowed. Respect towards jury members, chefs, contestants, sponsors, audience members, and the organising committee is to be upheld at all times. Any violation will lead to immediate exclusion.

### 1.6 Fraud, abuse, or unpermitted practices

In case a contestant is caught in any actions related to fraud, abuse, or unpermitted practices in the competition and/or activities related to the competition, said contestant will be immediately excluded from the competition. In case of misinformation or in case

of application with incorrect or incomplete information, the WCM Committee has the right to exclude the contestant from the National Selections and/or the World Chocolate Masters competition.

## 2. Cancellation of participation

### 2.1 Withdrawal from competition

Withdrawal from the National Selection is possible up to 3 months before the date of the National Selection, and must be submitted in writing.

### 2.2 Penalty

In case a candidate withdraws from the National Competition within less than 3 months before the competition, a penalty fee of up to €1000 may be charged.

## 3. Jury and governance

### 3.1 Jury

A jury of professionals in the chocolate, patisserie, or culinary industry and 1 Jury President will be recruited locally by each participating country. Said recruitment process will be executed by the local World Chocolate Masters organisation.

All jury members are chocolate and/or culinary experts and have renown in their respective country or on the international scene. They will judge independently and evaluate each assignment based on the list of criteria set out for each assignment. Chocolate Academy chefs can never be elusive for being part of the jury.

### 3.2 Recruitment

To recruit the jury panel, factors considered will include age, professional background, ambassadorship, nationality, and language skills.

No god parents of the contestants can be recruited as jury member. No jury members can be recruited who have any personal, professional, or familiar relationship to the contestants – neither in the present or the past. This safeguards the neutral and objective character of the entire jury team and their judgement.

### 3.3 Roles and rights

- The jury members are led by 1 jury president. She/He is recruited based on criteria that guarantee her/his neutrality and the professional objectivity required in a competition such as World Chocolate Masters.
- The jury president will not vote. She/He will coordinate and guarantee the fair course of the competition and the truthful evaluation of all jury members.
- The jury members will evaluate and score assignments truthfully based on the performance of the contestants.
- The jury president has the right to question jury members and ask for clarification or justification whenever she/he perceives irregularities in the scoring process.
- The jury president has the right to disqualify a jury member from scoring in case she/he notices irregularities. In such case, the entire vote and score of the jury member in question will be deleted from the total score.

## 4. Intellectual property

### 4.1 Recipes

Each contestant grants the World Chocolate Masters, Cacao Barry and the Chocolate Academy™ a worldwide, royalty-free, perpetual, and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the recipes in any form, manner, or media without further compensation.

### 4.2 Chef's profile

Each contestant consents to the publication and/or use of his/her name, city/province of residence, photograph, video image in any form, manner, or media without further compensation.

## 5. Sponsors and organising brands

### 5.1 Brands & products

All contestants must use the mandatory brands and products listed during the competition. No products from competing or unlisted brands are allowed.

## 6. Ingredients

### 6.1 Use of ingredients

Only legally allowed food ingredients in your local market can be used in the creations.

### 6.2 Food safety

It is the full responsibility of the contestant to apply best practices in hygiene and food safety in compliance with local standards of food safety and HACCP. This goes both, for any items and products prepared at home and brought to the competition and for the contestant's performance on the floor during the competition.

### 6.3 Equipment & material

A complete list of materials and equipment will be provided by the local WCM organisation to the contestant, sufficiently ahead of the National Selection to guarantee enough preparation time. All contestants will receive this information at the same time, to guarantee the fair course of the competition for everyone.

Equipment and material brought by the contestants to the competition site is under the contestant's responsibility at all times. The World Chocolate Masters organising committee cannot and will not be held responsible for any loss, breakage, or stolen equipment during the whole competition period. Contestants should send a list of equipment they intend to bring to the competition to their local contact for approval.

### 6.4 Incompliance

Any incompliance with these rules will result in immediate disqualification of the contestant. In case incompliance is noticed after the competition, the jury will hold the right to revise the competitions' results.

## 7. Livestream, publication, and promotion

Each contestant agrees to the publication, reproduction and/or other use of his/her name, address, voice, and statements about the competition and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of Chocolate Academy™ or the supporting brands in any manner whatsoever, including print, broadcast or the internet.

## 8. Local camera and photography crews

- In case you want a local camera and/or photography crew to follow and document your journey and have access to the premises of the local competition: submit your request latest 1 month prior to your local national or regional selection at your local WCM representatives. Only after their written approval, access can be granted.

## 9. Making of the creations

- Each contestant will prepare his/her creations on site at the competition venue in front of the jury, except for specific items listed in the Creative Briefing document – refer to the information given for each assignment.
- Each contestant will work alone during the competition. This is an individual competition and contestants will only be allowed to have help for the loading and unloading of their material inside the competition venue. Contestants are not allowed to have assistants to help in washing utensils during the competition.
- Chocolate cannot be brought by the contestants, it must be ordered through the WCM organisation six weeks prior to the competition date. Contestants must use the attached form to order their chocolate, a maximum of 5 kg per reference.
- Standard chocolate references of dark, milk, and white in tempering machines, will be available during the competition.
- The local WCM organisation will get in touch with contestants concerning professional dress code requirements during the competition (chef's vest, etc.).

## 10. Date and location for the National Selections

- A full list of dates and locations of all National Selections will be communicated online at [www.worldchocolatemasters.com](http://www.worldchocolatemasters.com)
- During each National Selection, the WCM organisation will grant the exclusion of the audience from the workspaces of the contestants. The audience will only have access to public areas to watch and follow the competition.
- The WCM organisation will take all measures necessary to grant safe and unhindered working conditions to all contestants during the competition. The committee cannot and will not be held responsible for any actions taken by the audience that would, in any way, harm the work of the contestant.

## 11. Time schedule and workspace

- Contestants will need to prepare for all assignments in the National Selection as described in the Creative Briefing.
- The local WCM team can freely decide on the order and the deadlines on which the assignments need to be finished. This will be communicated locally and in time for contestants to prepare.
- Contestants are required to be present during the day(s) of the competition, including the proclamation.
- All contestants will manage their working time, but they will be required to present their creations to the jury in time according to the individual time schedules. The individual time schedules will be communicated in time by the local WCM organisation.
- In case of any deviation of the time schedule during the competition, the WCM organisation will communicate changes to all contestants involved and find a solution that is acceptable to all. In case of dispute, the jury president has the authority to make the final decision.

## 12. Awards

- The contestant who obtains the highest total score in the National Competition will be the winner of said National Selection. He/she will be awarded the title of “National Chocolate Master”. Winning the competition will grant the winner access to participate in the World Chocolate Masters World Final in 2025.
- The winner of the World Chocolate Masters World Final 2025 will receive an attractive prize package that will be communicated by the local WCM organisation in due time.
- Second and third place winners will also be recognised and announced.
- The complete jury will taste and evaluate all creations based on the criteria described in the competition rules. Based on their professional judgement, they will award the best creation in each of the following categories:
  - Best ‘Pastry Play’
  - Best ‘Share the Fun’
  - Best ‘Whimsical Bonbonr’
  - Best ‘Playbox’
  - (Local press award: will be scored and awarded by the delegation of professional press in each national selection)

### 13. General conditions

- If the competition rules as described in the Creative Briefing are not followed during the creation of an assignment, the jury may disqualify that creation from the contestant's final score.
- The jury's decision is final and not open to discussion or dispute.
- If necessary, the WCM organisation may change or adapt the rules and modify or cancel the competition at any time and undertakes to notify all registered contestants of such changes immediately.
- Printing, spelling, or any other errors cannot be used against the WCM organisation of the world final for the World Chocolate Masters. The English version of the rules remains the official reference of the binding rules of the National Selections for the Cacao Barry World Chocolate Masters.
- By participating in World Chocolate Masters, each contestant automatically gives the WCM organisation, the Chocolate Academy™ and the supporting brands the right to publish his or her name, location of work, pictures, quotes, and audio-visual material depicting the contestant and/or the contestant's work, as well as to identify him or her as a contestant in the competitions.
- The World Chocolate Masters organisation respects the confidentiality of all applications and will not publish or share them with third parties before the World Chocolate Masters World Final takes place.
- All recipes, imagery and footage related to the competition for the World Chocolate Masters title may be used for editorial or commercial publications by the press, the WCM organisation, the Chocolate Academy™, the supporting brands, and official sponsors.
- The WCM organisation will do its best to ensure that - in the event of any publication - the name of the author of the recipe will be mentioned in the relevant article or picture. Each contestant relinquishes his/her rights to the intellectual properties of such publications.
- Each contestant explicitly accepts that one or more publications about his or her participation can be arranged by the WCM organisation, the Chocolate Academy™ and/or the supporting brands.. He or she will voluntarily contribute to this, free of any charges.
- Prizes are not exchangeable for money or other goods.
- Contestants and jury members confirm their complete acceptance of the current competition rules by signing the participation declaration or jury member declaration respectively.
- Each contestant accepts and agrees that they shall not hold the World Chocolate Masters, the Chocolate Academy™, the supporting brands and/or their affiliates liable for any loss or damage whatsoever which is suffered (including but not limited to

- indirect or consequential loss), or for personal injury suffered or sustained during the course of their participation in the WCM National Selection and WCM World Final, except for any liability which cannot be excluded by law.
- Local sponsors considered competitors of the global ones cannot be approached.
- Any reference to the World Chocolate Masters, the Chocolate Academy™ or the supporting brands in these competition rules shall mean a reference to Barry Callebaut Belgium NV, a company organised and existing under the laws of Belgium, whose registered office is at Aalstersestraat 122, 9280 Lebbeke, Belgium and with company number 0438.950.833. Any rights granted to World Chocolate Masters, the Chocolate Academy™ or the supporting brands under these competition rules shall equally extend to their "Affiliates", meaning each and any entity or association directly or indirectly controlled by Barry Callebaut AG, a company organised and existing under the laws of Switzerland, whose registered office is at Hardturmstrasse 181, 8005 Zürich, Switzerland.
- The WCM organisation reserve the right to rescind, modify, or add to any of the above rules and regulations and their interpretation of these rules is final.
- World Chocolate Masters and these competition rules shall be governed by Belgian law. Any disputes arising out of or in connection with the World Chocolate Masters and/or these competition rules, which cannot be settled amicably between the participant and the Chocolate Academy™ or the supporting brands, shall be submitted to the exclusive jurisdiction of the competent courts of Brussels, Belgium.

**I AGREE TO THE ABOVE RULES, REGULATIONS & GENERAL CONDITIONS**

**FIRST NAME:** Francesco

**SIRNAME:** Maggio

**COMPETING FOR COUNTRY/REGION:** italy

**DATE & LOCATION:** 03/07/2023

**SIGNATURE:** *Francesco maggio*

Provide this signed document to your local WCM contact



Your turn to



Play!

