

C3: Recipe Competition Rules
October 23, 2017

C3: Chocolate Chef Competition Recipe Competition Rules

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Brooklyn, New York

Desserts & Petits Fours for Restaurants



**Chocolate
Chef
Competition**

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Clause 1: Organizing Company – Object

VALRHONA, INC. of Brooklyn, New York is organizing a restaurant dessert recipe competition called “Chocolate Chef Competition” (C3) which will run from May 1, 2017 to October 23, 2017 under the conditions and rules set out below. These conditions and rules are subject to change from time to time as may be determined by VALRHONA in its sole discretion.

The competition will take place in two distinct phases:

Phase 1 (Submission): Chefs working at restaurants across the United States and Canada are invited as the first step in C3 to submit on the forms and according to the rules referenced below and specified at www.valrhonaprofessionals.com (the “Website”) their recipes for desserts and petits fours meeting this year’s criteria. Six (6) candidates and their recipes will be selected from all submissions and invited to participate in Stage 2, which will take place in Brooklyn, New York, at the end of October 2017.

Phase 2 (Live Competition): The Live Competition phase will take place on October 23, 2017. Candidates chosen during the submission process will prepare and present their creations at the International Chef Congress (ICC) organized by StarChefs. The determination of the First-Place winner (along with the Second-Place winner) will be made that day.

Clause 2: Eligibility to Participate

The competition is open to restaurant professionals, whether or not they (or their restaurants) are VALRHONA® customers, whose business is operating in the United States or Canada during the entire duration of the competition. These professionals will have to meet the following criteria:

- Continued association during the entire event with his/ her sponsoring restaurant and
- Be at least 21 years of age at the time of entry.

“Professional” means any employee, manager and/or owner of a business operated as a restaurant or catering company.

Each entry must include verification in the form set forth in the Website as **Exhibit A** that the professional is employed at a United States or Canada restaurant and that the entry is authorized to represent that same restaurant. One entry per candidate. Employees, representatives or other affiliates (including their respective employees or representatives) of VALRHONA, INC. and STARCHEFS may not enter C3.

Clause 3: Representation

Candidates entering C3 are doing so as a representative of the establishment where he or she practices at the same time of submission. Should the candidate subsequently leave the restaurant in which he or she practiced at the time of submission of his or her entry, VALRHONA is authorized to continue referring to the name of this restaurant in its various media throughout the competition.

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Clause 4: Submission Phase

Candidates for the Live Competition phase will be selected during the Submission stage based on the prescribed entry form set forth on the Website.

Each submission must present an original and creative plated dessert recipe and a petit four recipe. The plated dessert must be based on the theme: "**ORIADO 60% - Peru and the Dominican Republic**", using VALRHONA Organic and Fairtrade certified Grand Cru ORIADO 60%. The petit four must be based on the theme "**WAINA 35%**", using VALRHONA Organic and Fairtrade certified Gourmet Creation WAINA 35%.

The recipes must be made using standard kitchen equipment.

Chocolate must be the main ingredient in each recipe, both visually and in relation to taste.

The full set of forms and rules (including Exhibit A and B) should be reviewed at and completed through the Website or www.starchefs.com. Only submissions completed on forms available from these sites will be accepted.

Properly completed forms (including name of the recipe, description-presentation, recipe method, pictures of the recipe at various stages during preparation and when completed, list of ingredients) and **Exhibits A and B** are to be received through the links provided on the Website or www.starchefs.com no later than **June 30, 2017 (11.59 pm local NYC time)**.

VALRHONA, INC. reserves the right to postpone the closing date for entries if there are fewer than 10 entries at the date specified.

Incomplete or falsified entries will be considered null and void and the submission disqualified at the sole discretion of VALRHONA.

Clause 5: Live Competition Phase/ Selection

A selection committee composed of representatives from both l'Ecole VALRHONA and StarChefs will select the 6 candidates for the Second Phase on the basis of their entry forms no later than **July 31, 2017 (11.59 pm local NYC time)**.

The entry forms will be presented on an anonymous basis to the committee.

The selection committee members will examine and score each submission on the basis of a set of criteria (including the clarity and accuracy of the method, the pictures, the originality of the recipe, the attractiveness of its appearance and its adherence to the theme, etc.).

All the applications will be ranked by score and 10 applications (6 participants and 3 alternates) will be selected for the Live Competition phase.

The committee may ask for extra information if needed.

Selections for the Live Competition phase will be announced via the Website on **July 31, 2017** and by email to each of the selected candidates.

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Each of the six candidates selected for the Live Competition phase and his or her restaurant must complete a second registration file to continue participating in the competition (resume, candidate's career-path, headshot, origin of his or her creation, title of the recipe, list of

ingredients, progression, step-by-step visuals for following the recipe, etc.) and send it duly signed by the candidate and the sponsoring restaurant (hard copy originals or email) for receipt no later than **September 30, 2017 (11:59 pm local NYC time)** at the following address: VALRHONA INC. – C3 Candidate's files – 222 Water Street – Brooklyn, NY 11201.

These registration files will be provided to the Work and Tasting Juries as described below.

Clause 6: Property rights

Each Submission shall be accompanied by an Ownership Representation and an Assignment of Property Rights in the form set forth as Exhibit B at the Website. These forms shall attest to the ownership and originality of each entry and shall constitute an assignment of all rights of ownership and publicity to VALRHONA, INC. and StarChefs as it may determine in their sole discretion. The form must be signed by the individual candidate and his or her sponsoring restaurant.

Clause 7: Equipment/Raw materials

The Live Competition phase will take place on October 23, 2017 at the Brooklyn Expo Center in New York City.

Each candidate will have to complete a dessert recipe to be presented on twelve plates as well as twenty identical petits fours.

Each candidate selected for the Live Competition phase will be supplied his or her respective worktop with the usual laboratory equipment (the precise list will be identified on the technical notes to be sent to each candidate after August 31, 2017).

Ingredients will not be provided with the exception of the chocolate and other VALRHONA® ingredients.

Candidates may be required to use ingredients and materials provided by ICC sponsors in their final creations. A list of these ingredients and materials will be identified in the technical notes.

Any other ingredients or tools shall be the responsibility of the candidate.

Pre-prepared foodstuffs, including by kneading, cooking, cutting, dressing or slicing, are prohibited and may be used at the sole discretion of VALRHONA, INC.

Prefabricated decorative items are similarly restricted.

Each candidate must provide his/her own small equipment (beaters, spatulas, knives, piping bags, etc.) and any equipment specific to his/her recipes.

The cost of transporting the equipment is the responsibility of the candidate.

The equipment and foodstuffs of each candidate will be inspected for compliance with the rules before the Live Competition phase by a team of supervisors. Candidates may scale their ingredients prior to the event.

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Neither VALRHONA nor StarChefs shall be liable for any loss, theft or damage of or to the equipment or products supplied or created by a candidate at any stage of the competition.

Any candidate violating the rules of the competition will be eliminated at the sole discretion of VALRHONA, INC.

Clause 8: Arrangements for the Live Competition phase

On October 23, 2017: each candidate will have a set amount of 5 hours for preparing and presenting to the juries the plates of desserts and petits fours.

Starting time will be 7am (subject to change) and location will be the Main Stage at the ICC. Starting order will be determined by lot and the candidates will start at intervals of ten minutes.

Any delay in submitting the dessert or petit four dishes shall entail a penalty included in the marking grid for the Work Jury.

Any delay exceeding five minutes may result in deferral of submission until other candidates have submitted, as may be determined by the sole discretion of VALRHONA, INC.

At a time to be confirmed, the plated desserts will be presented to the Tasting Jury and to the Press Jury. Judges will evaluate the originality of the recipes, taste, association of tastes, texture, aesthetics and respect of the competition theme.

At a time to be confirmed, the petits fours will be presented to the Tasting Jury and to the Press Jury. Judges will evaluate the originality of the recipes, taste, association of tastes, texture, aesthetics and respect of the competition theme.

At a time to be confirmed, the competition winners shall be announced and awarded.

Clause 9: Logistics

VALRHONA will organize and pay for the candidates' hotel accommodations (2 nights) in New York City.

Transportation from and to each candidate's residence to the hotel in New York City, transportation within New York City, meals, gratuities and all extras will be at the sole expense of candidate.

Any additional cost of any alteration in accommodation arrangements on the initiative of a candidate also shall be borne exclusively by the candidate.

VALRHONA will not be liable should any candidate be unable to participate in the competition after entering. In such case, VALRHONA reserves the right to offer a place in the competition to the next-placed submission from the Selection phase.

Each candidate is expected to arrive at the New York City hotel designated by VALRHONA no later than 2pm (local NYC time) on October 22, 2017 for hotel registration (details to be included in the technical notes).

Later on arrival day, the candidates will be required to attend a briefing (to review the rules and logistics, receive competition jacket and apron, draw lots for starting order and inspection

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of the equipment and raw materials supplied by each candidate) by VALRHONA staff and supervisors.

The briefing will take place at the Brooklyn Expo Center in New York City.

Competitors will receive two ICC guest passes to be given to guests of their choice.

Clause 10: Assessment of the candidates' work

A/ Tasting Jury

The creations submitted by the six candidates will be assessed by a professional Tasting Jury of Pastry Chefs and Kitchen Chefs chosen by VALRHONA and StarChefs.

B/Work Jury - Supervisors

This Jury will be composed of professional chefs chosen by VALRHONA, whose role will include the proper operation of the event.

C/ Press Jury

The recipes submitted by the candidates will also be tasted by a Press Jury chosen by VALRHONA and StarChefs.

The Tasting and Work Juries shall together determine the First-Place and Second-Place winners of the competition, by combining their respective marking grids, on the basis of assessment criteria common to all candidates, including the originality of the recipes, taste, association of tastes, texture, aesthetics and respect for the competition theme.

The Press Jury shall determine the winner of the Press Prize by combining the marking grids of each judge, on the basis of assessment criteria common to all candidates: the originality of the recipes, taste, association of tastes, texture, aesthetics and respect for the competition theme.

The Work Jury will not taste the creations, but will focus on operational considerations such as particular losses of raw materials, organization of the work, hygiene and cleanliness of the working area and timing..

Each candidate shall be unaccompanied in the competition area: **the competition is individual**, without assistance.

The candidates will not be able to train or prepare on location, there being no premises available for this purpose.

Clause 11: Prizes

The First-Place winner, determined by the Tasting and Work Juries, will receive a trophy and a check for \$4,000.

The First-Place winner may be eligible to represent the North American region at the 2018 international C3 finale competition.

The 2018 international C3 finale competition will gather the winners of the regional C3s worldwide. If applicable, venue, rules and details shall be communicated during the first half of 2018.

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The Second-Place prizewinner will receive a check for \$1,000.

The Press Prizewinner, determined by the Press Jury, will receive a prize to be determined.

However, the First-Place winner of the C3 as determined by the Tasting and Work Juries shall not be eligible to receive the Press Prize, which will be awarded to another candidate.

Decisions made by VALRHONA, StarChefs, their respective representatives and their Juries at any stage of the competition are intended to be final and may not be challenged by any participants. Awards not claimed within thirty (30) days of being announced may be re-assigned or not awarded at all. Awards may be subject to the completion of tax and other forms and to withholding as maybe required by local government, as well as to signature of a release and waiver form, which will be provided to the winner by VALRHONA.

Clause 12:

Each candidate receives these rules as part of the registration file. Those electing to participate should complete and return the registration file, including all Exhibits, attachments and augmentations as set forth in authorities referenced herein and at the Website. Submissions made without such registration file shall not participate in the competition and may be returned or discarded, at the discretion of VALRHONA.

Neither VALRHONA, INC., StarChef, ICC or any other party shall be liable in the event that the competition is delayed, postponed or cancelled, for any reason at all, or for no reason. In the event of such cancellation, VALRHONA, INC. will use its reasonable commercial efforts to return all submissions properly made and shall not shall not be eligible to receive any of the intellectual property transfers contemplated hereby.

Clause 13:

Candidates are reminded of the characteristics and limits of the Internet. In particular, neither VALRHONA, INC. nor any other entity shall be held liable for any damage, whether tangible or intangible, caused to any participants and his or its computer equipment or any data stored on it or for any consequences that may arise with regard to the candidate's personal, professional or commercial activities.

Neither VALRHONA nor any other entity may be held liable for the inability of any candidate to connect to the Website and/or enter because of any technical failure or problem related in particular to Website or network issues.

With regards to exchange of information by email, VALRHONA, INC. declines any liability for the "non-receipt" of an email from C3@valrhona.com.

Brooklyn, New York 1 May 2017