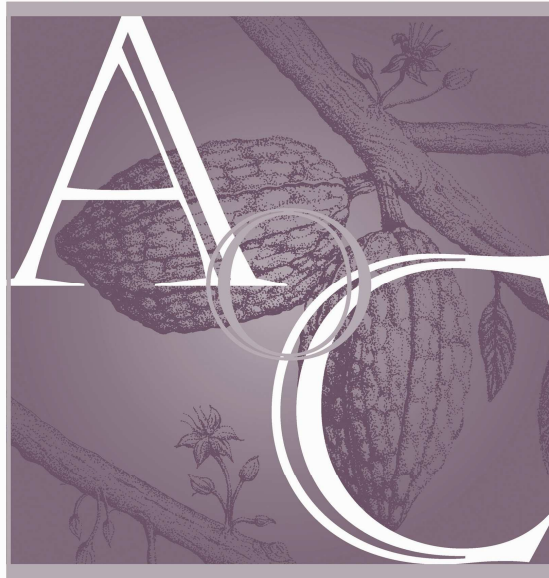


ACADEMY *of*



CHOCOLATE

PATRON: MICHEL ROUX OBE

AWARDS 2009

The Academy of Chocolate was created in 2005 by five of Britain's leading chocolate professionals, united in the belief that eating fine chocolate is one of life's great pleasures. Their aim is to campaign for better chocolate and to promote a greater awareness of the difference between fine chocolate and mass-produced chocolate confectionery.

The aims of the Academy of Chocolate are:

- ❖ To encourage chocolate lovers to 'look beyond the label' in order to differentiate between real chocolate and chocolate confectionery
- ❖ To improve the standard and knowledge of chocolate by promoting an understanding of the ingredients of chocolate, throughout the chain, from bean to bar
- ❖ To encourage the transparent sourcing of cocoa beans from the plantation alongside socially and environmentally aware production

Fine chocolate is defined as containing at least 60% cocoa solids for dark chocolate, 30% for milk, containing no vegetable fat other than cocoa butter, no artificial additives or flavourings (including vanillin). The quality, provenance and treatment of the cocoa beans must all have been considered in the production process. Filled chocolates or products using other ingredients should follow the spirit of the definition of fine chocolate.

Members of the Academy of Chocolate are committed to ethically sourced chocolate

**We are pleased to invite you to enter the fourth Academy of Chocolate Awards
taking place in January 2009.
The winners will be announced during February 2009**

The Awards attract entries from producers all over the world and recognise some of the finest chocolates. The Academy supports the Awards with a PR campaign to raise the profile of winning products and to encourage consumers to appreciate better quality chocolate and learn about its origin.

The Awards will be judged by the Academy of Chocolate and by a panel of international journalists, chefs and experts in chocolate and food.

HOW TO ENTER

- ❖ The categories for entry are listed below, alongside the rules of entry.
- ❖ Gold, Silver and Bronze may be awarded in each category. The overall winner of Category 1 'Best Bean to Bar' will be awarded the Golden Bean Award.
- ❖ N.B. The judges will pay particular attention to appearance, depth of aroma and flavour, length and complexity of the chocolate. All chocolates entered in the Awards must be available for retail.
- ❖ You may enter a maximum of 14 products overall with no more than 5 products in any given category, except Category 14 for which only one entry may be made per entrant.
- ❖ The charge for entering the awards is £35 for the first and £20 for each subsequent entry.

STAGE 1: SUBMITTING YOUR ENTRY FORM

- ❖ Please complete the enclosed form and send, along with full payment, to:

Kate Johns, Academy of Chocolate Awards 2009, First Floor, 50 Gleneagle Road, London SW16 6AF

- ❖ Cheques should be made payable to Academy of Chocolate
- ❖ **CLOSING DATE FOR ENTRIES: FRIDAY 28TH NOVEMBER 2008**

STAGE 2: SUBMITTING YOUR PRODUCT

- ❖ Products should be submitted after Monday 12th January 2009 but no later than 5pm Tuesday 20th January 2009. Entries received after this time will not be accepted.
- ❖ Products should be sent to:

Academy of Chocolate Awards 2009, The Arts Club, 40 Dover Street, London W1S 4NP

- ❖ For entries in categories 1-5 , 10 and 11 please submit 400g of chocolate
- ❖ For entries in categories 6-9 please submit 25 of each chocolate
- ❖ For entries in categories 12 and 13 please submit 250g of drinking chocolate, including instructions
- ❖ For entries in category 14 please submit examples of your packaging as directed
- ❖ Please ensure that your products are fresh and carefully prepared.
- ❖ Please take great care with packaging and posting – damaged entries cannot be judged fairly
- ❖ Please ensure that all boxes and inner trays are clearly labelled

**N.B. ENTRANTS AND THEIR ASSOCIATES WILL NOT BE PERMITTED TO JUDGE ANY CATEGORY IN
WHICH THEY ARE ENTERED**

CATEGORIES

1. THE GOLDEN BEAN – BEST DARK BEAN TO BAR

- ❖ *Open to manufacturers who use cocoa beans (as opposed to cocoa liquor, paste or couverture) as their raw material.*
- ❖ *A minimum of 60% cocoa solids is required.*
- ❖ *The bar must not contain any artificial additives. Lecithin is permitted.*
- ❖ *No vegetable fat, other than cocoa butter, is permitted.*
- ❖ *Only natural vanilla (vanilla planifolia) may be used; vanillin and flavour equivalents are not accepted.*

2. BEST HOUSE DARK CHOCOLATE BAR

- ❖ *Open to manufacturers who use cocoa liquor, cocoa paste or couverture as their raw material. Please specify which of these has been used.*
- ❖ *Stipulations as Category 1.*

3. BEST FLAVOURED DARK CHOCOLATE BAR

- ❖ *Open to chocolate bars and tablets that have been made from cocoa beans, liquor, paste or couverture. Please specify which of these has been used.*
- ❖ *Stipulations as Category 1.*
- ❖ *The chocolate must contain only natural ingredients as flavourings.*
- ❖ *Organic flavoured dark chocolate bars should also be entered in this category.*

4. BEST MILK CHOCOLATE BAR

- ❖ *Open to chocolate bars and tablets that have been made from cocoa beans, liquor, paste or couverture. Please specify which of these has been used.*
- ❖ *A minimum of 30% cocoa solids is required.*
- ❖ *The bar must not contain any artificial additives. Lecithin is permitted.*
- ❖ *No vegetable fat, other than cocoa butter, is permitted.*
- ❖ *Only natural vanilla (vanilla planifolia) may be used; vanillin and flavour equivalents are not accepted.*

5. BEST FLAVOURED MILK CHOCOLATE BAR

- ❖ *Stipulations as Category 4.*
- ❖ *The chocolate must contain only natural ingredients as flavourings.*
- ❖ *Organic flavoured milk chocolate bars should also be entered in this category.*

6. BEST GANACHE FILLED CHOCOLATE – FLAVOURED OR PLAIN

- ❖ *Filling must be an emulsion of chocolate and cream or other dairy. Chocolates may be unflavoured, or flavoured with natural ingredients only.*
- ❖ *The filled chocolates must not contain any artificial additives.*
- ❖ *Chocolate may be dark or milk.*
- ❖ *Chocolates should fall in one of the following sub-categories:*
 - a. *Plain*
 - b. *Fruit*
 - c. *Spices & herbs*
 - d. *Alcohol*
 - e. *Nuts*
 - f. *Other*

7. BEST FILLED PRALINE OR BONBON

- ❖ *Any filling other than a ganache.*
- ❖ *The filled chocolates must not contain any artificial additives or vegetable fats.*
- ❖ *Natural oils are permitted.*
- ❖ *Chocolate may be dark or milk.*
- ❖ *Chocolates should fall in one of the following sub-categories:*
 - a. *Fruit*
 - b. *Spices & herbs*
 - c. *Alcohol*
 - d. *Nuts*
 - e. *Caramel*
 - f. *Other*

8. BEST DARK TRUFFLE (UNFLAVOURED)

- ❖ *Open to unflavoured dark truffles made with a ganache and resembling the truffle fungus in appearance.*
- ❖ *No vegetable fat, other than cocoa butter, is permitted.*
- ❖ *Truffles must not contain any artificial additives and must be made from natural ingredients.*
- ❖ *N.B. Flavoured truffles should be entered in Category 6.*

CATEGORIES CONTINUED OVERLEAF...

CATEGORIES CONTIUED...

9. BEST MILK TRUFFLE (UNFLAVOURED)

- ❖ *Open to unflavoured milk truffles resembling the truffle fungus in appearance.*
- ❖ *No vegetable fat, other than cocoa butter, is permitted.*
- ❖ *Truffles must not contain any artificial additives and must be made from natural ingredients.*
- ❖ *N.B. Flavoured truffles should be entered in Category 6.*

The following 2 categories are for organic chocolate only and these rules apply:

- ❖ **The bar must not contain any artificial additives.**
- ❖ **Soya lecithin is permitted.**
- ❖ **Only natural vanilla (*vanilla planifolia*) may be used; vanillin and flavour equivalents are not accepted.**
- ❖ **Please specify the beans used and their origin, wherever possible.**
- ❖ **All organisations entering bars into the following 2 categories and all bars entered must have been awarded the Soil Association or equivalent international mark for organic produce and copies of all relevant documentation must be supplied with the entry form.**

10. BEST DARK ORGANIC CHOCOLATE BAR

- ❖ *Open to organic unflavoured dark chocolate bars and tablets only.*
- ❖ *A minimum of 60% cocoa solids is required.*
- ❖ *N.B. Flavoured dark organic chocolate bars should be entered in Category 3.*

11. BEST MILK ORGANIC CHOCOLATE BAR

- ❖ *Open to organic unflavoured milk chocolate bars and tablets only.*
- ❖ *A minimum of 30% cocoa solids is required.*
- ❖ *N.B. Flavoured milk organic chocolate bars should be entered in Category 5.*

12. BEST DRINKING CHOCOLATE (UNFLAVOURED)

- ❖ *Only natural ingredients to be used.*
- ❖ *Please supply instructions for preparing the drink.*

13. BEST DRINKING CHOCOLATE (FLAVOURED)

- ❖ *Only natural ingredients and flavours to be used.*
- ❖ *Please supply instructions for preparing the drink.*

14. BEST PACKAGING

- ❖ *This is a new category for 2009. It judges the design, originality and suitability of boxes and containers of approximately 200-250g. Please supply ONE empty container.*

PLEASE ENSURE YOUR PRODUCTS ARE FRESHLY PREPARED, CAREFULLY PACKED AND CLEARLY LABELLED

N.B. In all matters the judges decision is final and no further correspondence will be entered in to.



ACADEMY *of* CHOCOLATE



PATRON: MICHEL ROUX OBE

ACADEMY OF CHOCOLATE

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COMMITTEE

Chairman: Sara Jayne Stanes OBE Secretary: Sarah Jane Evans MW Treasurer: Chantal Coady
Martin Christy, William Curley, Chloe Doutre-Roussel, Kate Johns, Bill McCarrick, Marie Pierre Moine, Christopher Reeves, Paul A Young.

Administration: Susannah Bentall



AWARDS 2009

ENTRY FORM

N.B. The fee for entering the awards is £35 for the first and £20 for each subsequent entry. You may enter a maximum of 14 products overall with no more than 5 products in any given category, except Category 14 for which only one entry may be made per entrant.

Category	Name of product	Description / ingredients	Entry Fee
TOTAL:			

Company: _____

Company address: _____

Contact name: _____ **Signature:** _____

Tel no: _____ **E-mail:** _____

Please return all completed entry forms with full payment to:
 Kate Johns, Academy of Chocolate Awards 2009, First Floor, 50 Gleneagle Road, London SW16 6AF

Cheques should be made payable to 'Academy of Chocolate'

CLOSING DATE FOR ENTRIES: FRIDAY 28TH NOVEMBER 2008