

# TROPHÉES CALVADOS COCKTAILS



Caen, 26<sup>th</sup> October 2017

Dear President,

Welcome to the **Calvados Nouvelle Vogue International Trophies 2018**.

The 22<sup>nd</sup> edition of our international contest will be held in Caen, **Monday 26, March 2018**.

Normandy, a land of apple orchards, producing our cherished Calvados, is known for growing crops as well... Therefore, we have asked ourselves, why not highlighting the soil and terroir? Trend for fresh vegetable juices has already moved to alcoholic drinks... So why not asking professional bartenders and bartending students to create their Calvados-based cocktails with a deeper terroir inspiration?

Therefore, for this year's Calvados-based creative cocktail competition, we have concocted a theme deeply rooted in the most fertile grounds: **vegetables!**

Each creation recipe will have to include Calvados of course, and a minimum of ONE vegetable.

---

**In order to take part in this competition, we thank you in advance to:**

- 1. Carefully read the rules and regulations as well as the detailed presentation of the theme.**
- 2. Plan and organize your Calvados Nouvelle Vogue International Trophies pre-selections prior to the 09<sup>th</sup> of February 2018... and keep us up-date.**
- 3. Kindly forward by the 16<sup>th</sup> of February 2018 (final deadline) the names of your finalists (professional, student and journalists), along with the technical forms of the created cocktails.**

Thank you to check the technical forms submitted by your finalists before sending them.  
Once Michèle Fréné Conseil has received the form, no alterations will be accepted



Upon receipt, and subject to the conformity of cocktail recipes to the Trophy regulations (**enclosed**), we will organise the travel and accommodation of your delegation members.

Your journey will begin on Sunday 25th of March 2018, with a group transfer from Paris to Normandy by coach (departure from the Hyatt Regency Paris Etoile Hotel), to end at the same location, on Tuesday 27th of March.

**Each of the invited countries will be represented by a delegation of 5 members.**

- . The professional candidate, winner of your pre-selection day, accompanied by the chairman of his/her association, also a member of the IBA.**
- . The student candidate, winner of your pre-selection day, accompanied by his/her bartending teacher.**
- . A journalist from the professional press or from the general public/gastronomy mixology sector, willing and able to report on the event and/or to write an article about Calvados (a new journalist who has not already taken part in the Trophies). This journalist may also, if he/she wishes, take part in the "Journalist Trophy"...**

Last year, we had inaugurated workshops around Calvados.

Encouraged by this successful experience, we will renew the program for this 22nd second edition, with a similar approach and registrations via the website. Michèle Fréné Conseil agency will inform you once the sessions are available on-line.

The full program of your journey will be sent in due time.

In the meantime, should you need any additional information, please feel free to contact Michèle Fréné or Florence Basseux (Michèle Fréné Conseil Agency) at the following phone number: (33) 2 31 75 31 00, or via mail: [mfc@michele-frene-conseil.fr](mailto:mfc@michele-frene-conseil.fr)

Looking forward to welcome you in Normandy,

Yours faithfully,

Didier BEDU  
IDAC President

Marc JEAN  
ABN President