



ÉDITION

TROPHÉES INTERNATIONAUX DES CALVADOS NOUVELLE VOGUE 2011

PRESS RELEASE

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THE WINNING PODIUM

FINLAND, POLAND, BELGIUM, SUCH IS THE WINNING PODIUM OF THE 15TH EDITION OF THE CALVADOS NOUVELLE VOGUE INTERNATIONAL TROPHIES!

Last Monday, around a hundred professional and trainee bartenders from a total of 12 different countries took part in the 15th edition of the Calvados Nouvelle Vogue International Trophies.

Offering the opportunity to create cocktails with Calvados as their main ingredient, to increase awareness of and foster the great affection that many already have for Normandy's AOC quality of origin apple brandy is, indeed, not only a great idea... it is also an idea that works!

Didier Bédu, President of the IDAC (Interprofession des Appellations Cidricoles - Syndicate of Cider-Producing Labels of Origin) reiterated the event's positive impact during its opening ceremony : in a climate of economic crisis, Calvados sales for 2010 enjoyed an increase of 9%, export sales rising by 11%... the domestic and export markets each represent a well-balanced 50% of total Calvados sales.» He congratulated the bartenders present at the event for their contribution to this success.

CREATE A CALVADOS-BASED COCKTAIL AND MAKE YOUR CASE!

Every year, the IDAC adds a touch of spice to its competition by imposing a stimulating theme drawn from major tourist events to be held throughout Normandy. As such, it associates its communication efforts with those of the Regional Tourist Board.

Whereas last year's candidates were invited to create an «impressionist cocktail», participants in the 2011 edition were asked to «unveil their hidden Viking spirit» to fittingly celebrate Normandy's 1100th anniversary year! In all evidence, an extremely popular theme and a fabulous source of inspiration.

Not only inspired, our budding Vikings also boasted excellent command: the candidates' presentations bore witness to thorough preparation and painstaking research on Scandinavian culture and on Normandy's history. Hence, spectators were offered an excellent opportunity to enhance their knowledge of Norse mythology and to share with candidates a few highlights of our own historic heritage... for example an Italian candidate's creation entitled « On ne badine pas avec l'honneur » (honour is not to be treated lightly) in reference to Harold's treacherous disregard for Edward the Confessor's last wishes...

FINLAND is this year's lucky winner of THE INTERNATIONAL BARTENDER TROPHY with «Feelings from Normandy» .

Pekka Vålitalo's Scandinavian roots undoubtedly helped her to express herself more freely than all others, in a medley of colour and aroma...

POLAND made a grand entry for its very first participation in the competition this year by winning THE INTERNATIONAL TRAINEE BARTENDER TROPHY thanks to a cocktail concocted by Mateusz OCINSKI : « Le marteau de Thor » (Thor's hammer).

Indeed, an extremely tough preselection had been organised in Warsaw in January, inviting some 45 bartenders to discover ... that Calvados, already popular in Poland as an after dinner drink, is also the ideal base for a cocktail.

As for THE INTERNATIONAL JOURNALISTS' TROPHY, this year's winner is Joëlle ROCHETTE from the Belgian gastronomy magazine Gastronomica with her extremely delicate cocktail entitled « Walhalla », a genuine invitation to the Viking paradise.

And a surprise awaited all candidates at the end of the day: nine Calvados producers, each of them coached for a week by a professional bartender, also took to their shakers. It was a first for all of them and despite a few trembling hands and somewhat haphazard dosing techniques, others boasted enthusiastic or even spectacular technical prowess, each and every one of them with the perfect dose of gusto !

Results : DIDIER BÉDU, the Managing Director of the Château du Breuil, is the winner of this brand new category with a cocktail indubitably born to conquer, « Viking's Speech ».



RÉVÉLEZ LE VIKING QUI SOMMEILLE EN VOUS !!!



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INTERNATIONAL TRAINEE BARTENDER TROPHY

Results of the 15th Edition of the Calvados Nouvelle Vogue International Trophies

1ST PRIZE

MATEUSZ OCINSKI / POLAND
Zespolu Szklo Gastronomicznych



His cocktail :
« **Le marteau de Thor** »
(Thor's hammer).

Composition
(prepared in a shaker)

- . 2,5 cl of Calvados
- . 0,5 cl of Triple Sec
- . 2 cl of apple juice
- . 1 cl of cinnamon syrup
- . 1 cl of lemon juice

The 12 participating countries

- Belgium
- Estonia
- Finland
- France
- Germany
- Italy
- Luxembourg
- Poland
- Sweden
- Switzerland
- The Netherlands
- The United Kingdom

2ND PRIZE

ROBIN PHILEAS / LUXEMBOURG
LTH Alexis Heck in Diekirch



His cocktail :
« **Erik Le Roûge** »
(Erik the Red)

Composition
(prepared in a shaker)

- . 4 cl of Calvados
- . 3 cl of apple juice
- . 2 cl of Amaretto
- . 5 cl of cranberry juice
- . 3 drops of Tabasco

3RD PRIZE

JULIA VELD / NETHERLANDS
Mondriaan College



Her cocktail :
« **Conquérant de Normandie** »
(Normandy Conqueror)

Composition
(prepared in a shaker)

- . 2 cl of Calvados
- . 2,5 cl of apple juice
- . 2 cl of kiwi liqueur
- . 1 cl of Sour Apple
- . 0,5 cl of kiwi syrup

All of the above cocktails were prepared thanks to the generous participation of Caraïbos fruit juices, Monin syrups and Giffard liqueurs.





INTERNATIONAL PROFESSIONAL BARTENDER TROPHY

Results of the 15th Edition of the Calvados Nouvelle Vogue International Trophies

1ST PRIZE

PEKKA VÄLITALO / FINLAND
Soko Hotel Tornii



His cocktail :
« **Feelings From Normandy** »

Composition
(prepared in a shaker)

- . 3 cl of Calvados
- . 1,5 cl of Brunneby Edel flower juice
- . 1 cl of Grand Marnier
- . 1 teaspoon of apple jam
- . Top Champagne

The 12 participating countries

- Belgium
- Estonia
- Finland
- France
- Germany
- Italy
- Luxembourg
- Poland
- Sweden
- Switzerland
- The Netherlands
- The United Kingdom

2ND PRIZE

NICOLAS EVERRARD / BELGIUM
Conrad Bruxelles



His cocktail :
« **Frigg Kiss** »

Composition
(prepared in a shaker)

- . 2 cl of Calvados
- . 3 cl of St Germain liqueur
- . 3 cl of cranberry juice
- . 1 dash of bitter grapefruit
- . 1 dash of pink grapefruit juice

3RD PRIZE

FRANCESCO CIONE / ITALY
Carlton Hotel Baglioni



His cocktail :
« **Le Pomme à la page** »
(Apple on the ball)

Composition
(prepared in a shaker)

- . 3 cl of Calvados
- . 4 cl of mango juice
- . 5 cl of guava juice
- . 2 cl of Granpommier
- . 1 cl of Campari

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MCB STUDENT NATIONAL TROPHY *

Results of the 15th Edition of the Calvados Nouvelle Vogue International Trophies

1ST PRIZE

GUILLAUME LAINE / FRANCE

Faculté des Métiers in Rennes



His cocktail :
« **L'Audhumla 911** »

Composition
(prepared in a shaker)

- . 4 cl of Calvados
- . 2 cl of elderflower syrup
- . 3 cl of milk
- . 1 pinch of cinnamon

The 12 participating countries

- Belgium
- Estonia
- Finland
- France
- Germany
- Italy
- Luxembourg
- Poland
- Sweden
- Switzerland
- The Netherlands
- The United Kingdom

2ND PRIZE

LAETITIA REGENT/ FRANCE

Lycée des Métiers
JBS Chardin in Gerardmer



Her cocktail :
« **Mantilly** »

Composition
(prepared in a shaker)

- . 4 cl of Calvados
- . 1 cl of pear liqueur
- . 5 cl of Domfront Poiré
- . 1 cl of toffee apple syrup

3RD PRIZE

THOMAS CHAFFOT / FRANCE

Lycée Edouard Branly
in la Roche-sur-yon



His cocktail :
« **Asketil** »

Composition
(prepared in a shaker)

- . 3 cl of Calvados
- . 2 cl of cranberry juice
- . 1 cl of Manzana Verde
- . 1 cl of chestnut syrup



All of the above cocktails were prepared thanks to the generous participation of Caraibos fruit juices, Monin syrups and Giffard liqueurs.

* Complementary Bartender Option



PROFESSIONAL BARTENDER NATIONAL TROPHY

Results of the 15th Edition of the Calvados Nouvelle Vogue International Trophies

1ST PRIZE

JONATHAN OBRANIAK / FRANCE
L'Empire des Sens in Bordeaux
Aquitaine Région



His cocktail :
« Le Conquérant »
(The Conqueror)

Composition
(prepared directly in a tumbler)

- . 5 cl of Calvados
- . 3 cl of caramel syrup
- . 3 slices of fresh ginger
- . 1 cl of lime juice
- . complete with lemonade

The 12 participating countries

- Belgium
- Estonia
- Finland
- France
- Germany
- Italy
- Luxembourg
- Poland
- Sweden
- Switzerland
- The Netherlands
- The United Kingdom

2ND PRIZE

ALEXANDRE GALLEAN / FRANCE
Le Portetta in Courchevel
Touraine-Poitou Région



His cocktail :
« Dilemme »
(Dilemma)

Composition
(prepared in a shaker)

- . 2 cl of Calvados
- . 3 cl of Umeshu
- . 2 cl of lemon juice
- . 1 spoonful of brown sugar
- . 1 dash of bitter rhubarb

3rd Prize

MATHIEU GOURET / FRANCE
Santeuil Café in Nantes
Bretagne - Pays de la loire Région



His cocktail :
« Francisque 911 »

Composition
(prepared in a shaker)

- . 3 cl of Calvados
- . 2 cl of lime nectar
- . 1,5 cl of rosemary liqueur
- . 0,5 cl of apricot syrup
- . 2 cl of Poire William liqueur

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JOURNALISTS' TROPHY

Results of the 15th Edition of the Calvados Nouvelle Vogue International Trophies

1ST PRIZE

JOELLE ROCHETTE / BELGIUM
Gastomania



Her cocktail :
« **WALHALLA** »

Composition
(prepared in a shaker)

- . 3 cl of Calvados
- . 1,5 cl of brown cocoa liqueur
- . 1,5 cl of pear liqueur
- . 1 cloud of banana cream mousse

The 12 participating countries

- Belgium
- Estonia
- Finland
- France
- Germany
- Italy
- Luxembourg
- Poland
- Sweden
- Switzerland
- The Netherlands
- The United Kingdom

2ND PRIZE

MARIA BURSKA / POLAND
Przegkad Gastronomiczny



Her cocktail :
« **Apple Dream** »

Composition
(prepared in a mixing glass)

- . 2 cl of Calvados
- . 1 cl of Martini Rosato
- . 1 cl of Grand Marnier
- . 3 cl of apple juice

3RD PRIZE

CORINNE YOLLANT / FRANCE
Le pays d'auge



Her cocktail :
« **Reine Mathilde** »
(Queen Matilda)

Composition
(prepared in a shaker)

- . 3 cl of Calvados
- . 2 cl of pineapple juice
- . 1 cl of grenadine syrup
- . 2 cl of apple juice
- . 1 cl of vanilla syrup
- . 1 cinnamon stick

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CALVADOS PRODUCERS' TROPHY

Results of the 15th Edition of the Calvados Nouvelle Vogue International Trophies

1ST PRIZE

DIDIER BEDU / FRANCE
Calvados Château du Breuil



His cocktail :
« **Viking's Speech** »

Composition
(prepared in a shaker)

- . 5 cl of Calvados
- . 2 cl of Passoa
- . 4 cl of pineapple juice
- . 4 cl of cranberry juice
- . 2 cl of pear syrup

The 12 participating countries

- Belgium
- Estonia
- Finland
- France
- Germany
- Italy
- Luxembourg
- Poland
- Sweden
- Switzerland
- The Netherlands
- The United Kingdom

2ND PRIZE

JEAN-ROGER GROULT / FRANCE
Calvados Groult



His cocktail :
« **Thor-Tatin** »

Composition
(prepared in a shaker)

- . 2 cl of Calvados
- . 3 cl of apple juice
- . 1 cl of raspberry cream
- . 1 dash of caramel syrup
- . 1 teaspoon of apple puree

3RD PRIZE

HERVÉ PELLERIN / FRANCE
Calvados Lecompte



His cocktail :
« **Pom' Pom' Pi Doo !** »

Composition
(prepared in a shaker)

- . 3 cl of Calvados
- . 1 cl of pommelle liqueur
- . 1 cl of apple juice
- . 1 cl of lemon juice
- . 1 cl of lemon syrup

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