

Press contact :

Michèle Fréné, Myriam Virole
5 rue des Mazurettes – 14000 Caen
Tél : 02.31.75.31.00 – Fax : 02.31.73.43.43
mfc@michele-frene-conseil.fr

Press Release

Caen, 11th April 2008

Norway and Italy, winners of the 12th Edition of the Calvados Nouvelle Vogue International Trophies !



13 participating countries, no less than 73 competitors, MCB students from catering schools and active professional bartenders, took on the ambitious challenge to create a Calvados-based cocktail worthy of the Garden of Eden!*



And Normandy, henceforth avowed paradise on earth, went to extremes to make a real splash by welcoming visitors from the four corners of the globe to a memorable winter wonderland ... in the April snow! To conclude on a sky blue, sundrenched afternoon... In the gently undulating and verdant landscape of the Golf de Deauville... did we say paradise!



A five-hour exhibition, full of colour, fragrance and dreams in abundance, and, to finish, a triumphant victory for Silje Takle, a Norwegian student from the Hall Toll catering school in Stavanger, with her cocktail entitled « Eng-Ler », and for Samuele Ambrosi, a professional barman from in the Italian bar, « Sporting » in Venice, for his creation entitled « Sous le Soleil de Normandie »..



Indeed, a list of prize-winners providing the irrefutable proof that the Calvados Nouvelle Vogue International Trophies are an excellent export assistance tool. As Kjell Fredheim, Vice President of the Norwegian Professional Bartenders' Association explains, "*Calvados is a well-known drink in Norway; however it does not generate major sales figures. So we're here to bring it to the attention of our compatriots and to encourage them to drink it more often.*"

The Norwegians' superb victory in the "trainee" category was made possible thanks to their great motivation and immense talent... Their triumph was all the more spectacular, since it was their very first attendance at the Trophies.

And if our AOC quality label brandy has succeeded in charming the Northerners, it has also inspired those from the South.

And to prove it, the excellent and flamboyant Italian performance, ranking in first place in the "professional barman" category... The Calvados market has been ever-increasing in Italy over the past 15 years!

* MCB / Complementary Bartender Option

Results of the 12th Edition of the Calvados Nouvelle Vogue International Trophies :

International Trophy

. Trainee :

1 st Prize	Silje TAKLE - Hall Toll in Stavanger - Norway Chosen illustration: « <i>Pomme à Cidre</i> » – Source IDAC Her cocktail : « Eng-Ler » Composition (prepared in a shaker) : . 3 cl of Calvados . 1 cl of lemon juice . 1 cl of Parfait Triple Sec . 2 cl of apple juice . 1 cl of cinnamon syrup
-----------------------	---

2 nd Prize	Agnetha GRANLÖF - Koulutuskeskus Salpaus - Finland Chosen illustration: « <i>Adam et Eve</i> » - Lucas Cranach Her cocktail : « Adam's destiny » Composition (prepared in a shaker) : . 2 cl of Calvados . 1cl of apple juice . 1 cl of Arctic Bramble Liqueur . 1 cl of pomegranate syrup . 2 cl of whipped cream
-----------------------	---

3 rd Prize	Natascha LEISI - Raisin - Cocktailhouse - Switzerland Chosen illustration: « <i>Adam et Eve</i> » - Lucas Cranach Her cocktail : « Avalon » Composition (prepared in a shaker) : . 3 cl of Calvados . 1,5 cl of green apple syrup . 1 cl of barley water . 1 cl of fresh lime juice . 8,5 cl of orange nectar
-----------------------	--

. Professionnel

1 st Prize	Samuele AMBROSI - « Sporting » in Venice - Italy Chosen illustration: « <i>Apple trees in bloom</i> » - Petru Severin His cocktail : « Sous le soleil de Normandie » Composition (prepared in a shaker) : . 3,5 cl of Calvados . 6 cl of fresh pineapple juice . 1,5 cl of Aperol liqueur . 2 cl of Grand Marnier . 2 cl of raspberry puree
-----------------------	--

2 nd prize	Krista MERI - EBA - Estonia Chosen illustration: « Pommier (Clair obscur) » - Y.Corven Her cocktail : « Paradise in Heaven » Composition (prepared in a shaker) : . 2 cl of Calvados . 1 cl of Amaretto syrup . 2 cl of Malibu . 2 cl of cream . 2 cl of Bols Peach Liqueur
-----------------------	---

3 rd Prize	Julien NURRI – Hôtel du Vin in Brighton – United Kingdom Chosen illustration: « Pommier (Clair obscur) » - Y.Corven His cocktail : « Wake up in Normandy » Composition (prepared in a shaker) : . 2,5 cl of Calvados . 2,5 cl of Pimms . 1 cl of maple syrup . 1 teaspoon of strawberry jam . 1 cl of lemon juice
-----------------------	---

French Final

Complementary Bartender Option - France

1 st Prize	Richard LIGNIER - Talence Catering School Chosen illustration : « Jardin d'Eden » - Chantal Bietlot His cocktail : « Douce Mouen » Composition (prepared in a shaker) : . 5 cl of Calvados . 1 cl of apple syrup . 0,5 cl of vanilla liqueur . 0,5 cl of Ginger liqueur . 1 teaspoon of orange jam
2 nd prize	Jérémy LOUILHE - Biarritz Catering School Chosen illustration : « <i>Eve au Jardin d'Eden</i> » - Diane Griffiths His cocktail : « Le Pêché Originel » Composition (prepared in a shaker) : . 3 cl of Calvados . 2 cl of pear nectar . 2 cl of Mandarine Impériale liqueur . 1 cl of single cream . 1 cl of chestnut syrup
3 rd prize	Cynatra HONG - Saint Quentin-en-Yvelines Catering School Chosen illustration : « <i>Paradise</i> » - Jan Bruegel His cocktail : « Paradis Exotique » Composition (prepared in a shaker) : . 3 cl of Calvados . 2,5 cl of Shaaz fig and orange blossom liqueur . 1,5 cl of mango syrup

Professional Bartender Trophy / ABF - France

1 st Prize	David BIRON – ABF Bretagne Pays de Loire <i>Bartender in the Le Mosquito bar in Nantes</i> Chosen illustration : « Eve au Jardin d'Eden » - Diane Griffiths His cocktail : « C' Pour Eve » Composition (prepared in a shaker) : . 2 cl of Calvados . 2,5 cl of pineapple juice . 1 cl of Cointreau . 2,5 cl of cranberry juice . ¼ of lime crushed in the shaker then filtered
2 nd prize	Bruno SEGUIN - ABF Rhône-Alpes Bartender in the Mirror Bar in Geneva Chosen illustration : « <i>Adam and Eve</i> » - Lucas Cranach His cocktail : « Valentin's Day » Composition (prepared in a shaker) : . 4 cl of Calvados . 1 cl of cinnamon syrup . 2 cl of starfruit . 2 cl of crème fraîche
3 rd prize	Fabrice VERDIER - ABF Normandie Bartender in the « Fou du Roi » in Saint-Ouen du Breuil, Seine-Maritime Chosen illustration : « <i>Pomme à cidre</i> » - Source IDAC His cocktail : « Pomme Délice » Composition (prepared in a shaker) : . 4 cl of Calvados . 1 cl of vanilla liqueur . 2 cl of Manzanita . 6 cl of pineapple juice . 1 dash of Blue Curacao

Journalists' Trophy

1st Prize

Gérard HOUDOU – L'Orne Combattante - France

Personal chosen illustration « *Floral explosion in the Domfrontais region.*
And if the apple had been a pear... »

His cocktail : « Tentation »

Composition (prepared in a shaker) :

- . 4 cl of Calvados
- . 2 cl of cocoa liqueur
- . 1 of Pastille mint liqueur
- . crème fraîche

2nd prize

Henry WYNANTS - Horeca Magazine - Belgium

Chosen illustration : « *Champs de Pommiers* » - CDT du Calvados

His cocktail : « Calvados Royal »

Composition (prepared in a shaker) :

- . 4 cl of Calvados
- . ¼ orange fruit
- . 8 cl of schweppes citrus
- . 2 cl of pink grapefruit syrup
- . 2 dashes of Angostura Orange Bitters

3rd prize

Martine NOUET – La Revue du Vin de France - France

Chosen illustration : « *Pommier (Clair Obscur)* » - Y. Corven

Her cocktail : « Calvadisio... Paradisio »

Composition (prepared in a glass) :

- . 4 cl of Calvados
- . 2 cl of Suze Gloss
- . 1 cl of poppy syrup
- . 1 dash of lemon juice
- . 2 fresh mint leaves

All of the above cocktails were prepared with the kind participation of Caraïbos fruit juices, Monin syrups, Grand Marnier and Giffard liqueurs.