THE CALVADOS NOUVELLE VOGUE INTERNATIONAL TROPHIES 2019... CELEBRATING PEACE

WITH FINALS AT CAEN CONGRESS CENTER IN NORMANDY, MONDAY MARCH 25, 2019

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## COCKETANIL CANAVADOS UBROIPHIES

World-class professional bartenders and student bartenders from 14 countries, will compete at the **Calvados Nouvelle Vogue International Trophies**, Monday March 25 2019, in the city of Caen, Normandy.

During this full exciting and challenging day, more than 70 cocktails will be made, perfectly measured, rigourously mixed and skillfully shaken, before being submitted to the jury of experts. The best Calvados-based cocktails will then be crowned, at the end of the day of the International Nouvelle Vogue Trophies.

### 23<sup>rd</sup> EDITION

As always, the motivation of the IDAC, Interprofession des Appellations Cidricoles, and Calvados producers, is to reinforce knowledge, recognition, interest and passion of the bartending world for Calvados, via this dymanic and international event, much-awaited each year by the spirit industry.





# 2019 THEME

A yearly competition means a new theme every year.

Designation of Origine, Calvados is part of the Norman culture, landscape and heritage. Therefore, it is only natural that Calvados stands as one of Normandy's best ambassadors.

Thus, the yearly theme chosen by the Calvados Nouvelle Vogue International Trophies, associates Calvados with a current topic, a page of history or a cultural trait of the Normandy region.

Impressionism paintings, cinema, the sea.. have previously inspired the candidates' creativity.

In 2019, the **75<sup>th</sup> anniversary of the D-day landings\*** and the **2<sup>nd</sup> edition of Normandy World Peace Forum\*** will take participants to another field: professional bartenders and student bartenders are invited to express their idea of **PEACE** through their cocktail creation. A quite small action in front of the international efforts to promote peace, but nevertheless, the affirmation that coming together and learning to know each other better can lead to a better understanding and more respect. The challenge is ambitious and Calvados producers are eager to hear the argumentations behind the cocktails as well as to taste the compositions!

Participants have to bring balance and harmony to their cocktails by mandatorily associating Calvados with a product (exlcuding spirits) of their country.

\*June 2019

14 countries are competing in the 2019 edition: Belgium, Czech Republic, Estonia, Finland, France, Germany, Italy, Latvia, Norway, Poland, Russia, Sweden, Switzerland and the United Kingdom.

« Calvados has proven to be a powerful ally in cocktail recipes. It is a fantastic spirit for bartenders since it allows to explore infinite aromatic possibilities. »

Didier Bédu, IDAC President.





## PRIOR TO THE FINALS IN NORMANDY, THE PRESELECTION ROUNDS!

### **IN INVITED COUNTRIES**

The Calvados Nouvelle Vogue International Trophies might be a full-day contest in France, however the competition begins well ahead in the individual countries. From Januray to February, each invited nation holds a preselection day, during which all entrants, professional and student bartenders alike, present and shake their cocktails. Performance and recipes are evaluated by two juries, technical and tasting.

The purpose of this day is to select the two finalists, professional and student, who will travel to France, and compete at the Trophies' international finals. That special day can gather up to 60 candidates per country!

### IN FRANCE

#### **PROFESSIONAL BARTENDERS**

1. French professional bartenders must register on-line via calvadosnouvellevogue.fr.

2. Registered bartenders will then be gathered in Paris for a full-day of qualifying round, organized under the supervision of Marc Jean, President of the Norman Bartender Association.

3. Twelve finalists will meet in Caen, next March 25, to compete at the France finals. The winner will represent France at the international finals.

Image: Image:

www.facebook.com/calvadosnouvellevogue/

#### **STUDENT BARTENDERS**

Each year, the IDAC and Calvados producers invite 20 French catering schools to join the competition. It represents around 200 student bartenders who study all facets of Calvados and its usage in cocktails.

Aire-sur-la-Lys, Angers, Auxerre, Blagnac, Caen-Ifs, Cannes, Dinard, Émerainville, Éragnysur-Oise, Gérardmer, La Rochelle, La Roche-sur-Yon, Marseille, Nice, Paris, Saint-Cloud, Saint-Nazaire, Sucy-en-Brie, Talence et Vénissieux.

#### **JOURNALISTS TOO!**

It became a tradition.

For more than 20 years, Calvados producers sollicit journalists and social media personalities involved in the spirit industry, to compete and experience the Trophies like a bartender. Quite a challenge really. And every year, the competition cheerfully welcomes a dozen of talented adventurous journalists...



## THE CALVADOS NOUVELLE VOGUE INTERNATIONAL TROPHIES

some figures



IT IS + THAN **600 BARTENDERS AND STUDENTS** WHO TAKE THE CHALLENGE EACH YEAR... WHICH MEANS AS MUCH CALVADOS-BASED COCKTAILS CREATED

IT IS THE COMMITMENT OF **4000 CIDER APPLES PRODUCERS** AND **360 PRODUCERS** OF THE 3 AOC CALVADOS CALVADOS, CALVADOS PAYS D'AUGE CALVADOS DOMFRONTAIS

IT IS + THAN 70 CANDIDATES + THAN 120 PROFESSIONALS OF THE BAR INDUSTRY, PRODUCERS AND JOURNALISTS GATHERED AROUND CALVADOS

IT IS CALVADOS AMBASSADORS, LEADING BAR PERSONALITIES, CROWNED « EXEMPLAIRES » BY THE IDAC AND PRODUCERS FROM TOKYO TO NEW YORK TO HELSINKI TO PARIS

