



CALVADOS STORIES: CREATIVITY AND IMMERSIVE EXPERIENCE FOR INTERNATIONAL BAR TALENTS

The very best professional and student bartenders of eleven countries* will gather on May 18th in the prestigious city of Deauville - Normandy, to challenge their creativity and live an immersive experience at the heart of the Calvados production process.

The finest world bartenders from the USA, Germany, Switzerland, Finland or Belgium, are invited to battle and showcase their bartending skills by presenting and making a knock-off Calvados-based cocktail.

A panel of expert judges will evaluate the candidates and select « The » bartender who will be named **2020 Ambassador of Calvados** on the international scene.

During the event, the audience will also have the opportunity to taste, vote and award its favorite recipe.

Prior to this high-standard international creative cocktail competition, contestants will be invited by the Calvados producers for an exclusive tailor-made journey in Norman distilleries. **Orchard management, biodiversity preservation, life cycle of apples,**

distillation, art of blending Calvados: several crafted **participatory workshops** will be provided in the distilleries for a better understanding of **the apple brandy naturalness and diversity.**

Designed to be both instructive and cheering, this international rendezvous reflects the profound desire of the Calvados producers to develop knowledge, interest and love of the bartending industry for their remarkable and distinguished 400-year-old product, its terroirs and identities.

#CalvadosStories

* Participating countries : Germany, Belgium, Finland, France, Denmark, Italy, United Kingdom, Russia, Sweden, Switzerland, USA.

> Each invited country holds a semi-final round to select the best candidates - a professional and a student - for the 2020 Calvados Stories contest.

About the IDAC: The interprofessional association of cider-based controlled appellations (IDAC) is the business-to-business representative in the cider-based controlled appellations sector. It brings together the three controlled appellations of Calvados (Calvados AOC, Calvados Pays d'Auge AOC, Calvados Domfrontais AOC), the three controlled appellations of Pommeau ((Pommeau de Normandie AOC, Pommeau de Bretagne AOC and Pommeau du Maine AOC), as well as four ciders and perries protected designations of origin (Pays d'Auge Cider PDO, Cotentin Cider PDO, Cornouaille Cider PDO and Domfront Perry PDO).

Discover more : <https://www.idac-aoc.fr/en>

CONTACTS

Medias | Michèle Fréné, Florence Basseux - mfc@michele-frene-conseil.fr - + 33 (0) 2 31 75 31 00

IDAC | Damien Amadou - d.amadou@idac-aoc.fr - + 33 (0) 2 31 53 17 69 - + 33 (0) 6 89 90 40 09