



Launch of the 3rd edition of the C³ Competition!

The third C³ international competition for “Plated Desserts” is now underway with the closing date for entries on 31 January 2011.

Since 2008, Valrhona has been organizing the C³ international competition for Pastry Chefs from Restaurants & Hotels in order to highlight their unique skills and talents through both technical and creative approaches to use chocolate.

Desserts for
Restaurant



The C³ competition offers a unique showcase and a real opportunity for these professionals to demonstrate their skills and to rival with the World Pastry Cup event focused on Pastry Artisans. Created by Valrhona, the C³ competition is now open to all restaurant professionals from age 22 and over, eager to demonstrate their talents and *savoir-faire*.

Candidates can download their entry forms from the website at www.c3.valrhona.com. These should be completed and returned before 31 January 2011, either by email to c3@valrhona.com or by post to Valrhona, C³ Competition, 14 Avenue du Président Roosevelt 26600 Tain l'Hermitage, France.

All recipes, which must be detailed in the entry form, should follow the **theme of “Manjari and the Flavors of Madagascar”** and must be made using Manjari 64% couverture. This dark chocolate from Madagascar offers acidulated notes of red fruits and nuts and has been one of the flagship products of Valrhona's Grands Crus range for over 20 years.

Between March and May 2011, six regional semi-finals will be held for the following regions: France, Italy, Spain, Asia, Americas and Northern Europe/Middle-East in Valrhona's three different *Écoles du Grand Chocolat* in Tain l'Hermitage (France), Paris (France) and Tokyo (Japan).

Entrants will be able to show their skills and share their passion for fine gastronomy during the regional semi-finals and the final which will take place at the Madrid Fusión international gastronomy meeting in Madrid, Spain, in January 2012, where the lucky winner will take home a check of €5,000.

See you on 28 February 2011 to discover who will be the semi-finalists!



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