



CALLEBAUT®

MASTERS OF TASTE



CALLEBAUT®

WORLD  
CHOCOLATE  
MASTERS



# CREATIVE BRIEFING & COMPETITION RULES

WORLD FINAL  
26-27 OCT 2026  
ANTWERP

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CALLEBAUT®  
WORLD  
CHOCOLATE  
MASTERS

Since the very beginning, Callebaut has been the driving force behind the World Chocolate Masters, giving artisans a global stage to express their passion and mastery through taste.

**Taste is where everything begins.** It is our language, our purpose and our compass. It drives innovation, excellence, craftsmanship and sustainability.

Through this competition, we continue to champion talent, celebrate creativity and shape the future of chocolate experiences through the power of taste.

The world is watching.  
The next Masters of Taste are about to rise.



WELCOME

# YOU'VE MADE IT TO THE WORLD FINAL!

Welcome to the final of the Callebaut World Chocolate Masters: the only competition in the world dedicated to the creativity of chocolatiers and pastry chefs with chocolate. More than ever, this is your chance to shine and showcase your unique talent and skills to a global audience of chefs, foodies, chocolate lovers, press, and bloggers.

From the more than 100 participants in the national selections, you have been selected by the professional jury as one of the 15 finalists to represent your country during the WORLD FINAL in the Handelsbeurs in Antwerp from October 26 to 27, 2026. This competition is all about you: about your unique vision and talent. At the heart of this 9th edition lies your creativity and vision for tomorrow. This year, we celebrate innovation through the lens of taste. We want to explore creativity in all its forms and highlight those who truly master it. The assignments and competition rules have been revised to challenge your creative vision as entrepreneur and chef.

The jury will represent a global and diverse audience of chefs, industry experts and entrepreneurs. Thus representing our colourful communities around the globe. Let your journey continue here, today. We'll do everything to make it an unforgettable one.

We wish you an amazing experience!  
The Callebaut World Chocolate Masters team

## INTRODUCING THE HOSTING CITY

# ANTWERP!

Few cities align as naturally with the values of this competition as Antwerp. It is a place where innovation meets centuries of craftsmanship, where excellence is embedded in its culinary culture, and where sustainability is an active, urban commitment. And above all, it is a city with a profound relationship to chocolate and the craft of working with chocolate. With one of the world's most important cocoa ports, Antwerp has long played a key role in shaping the quality and character of European chocolate.

With its historic port, thriving hospitality scene, and rich trading legacy, Antwerp offers the perfect setting to celebrate chocolate at its highest level. Antwerp may be small, but it punches far above its size. For centuries, it has been a city of masters and makers. A city steeped in chocolate history: not only are large volumes of cocoa beans stored and traded through its port, it is also the birthplace of Belgium's first chocolate factory, founded by Adolphe Meurisse in the nineteenth century. The city's reputation for artisanal excellence still lives on in its many chocolate ateliers, praline creators and young innovators who experiment with flavour, texture and technique.

# EUROPE'S HIDDEN CAPITAL OF TASTE & CREATIVITY

↓ Painting 'The descent from the cross' by Peter Paul Rubens



↑ Peter Paul Rubens

WOM



From Rubens, who defined Baroque art, to Plantin Moretus, home of the world's first printing press, Antwerp has always been a place where creativity meets discipline. That same spirit shapes its chocolate culture. It is Europe's creative laboratory, where art, design, fashion, gastronomy and chocolate share the same DNA. This is the city of the Royal Academy of Fine Arts, of the Antwerp Six who reshaped global fashion, and of Michelin starred chefs who turn local produce into global inspiration.

↓ Museum MAS



© Filep Motwary

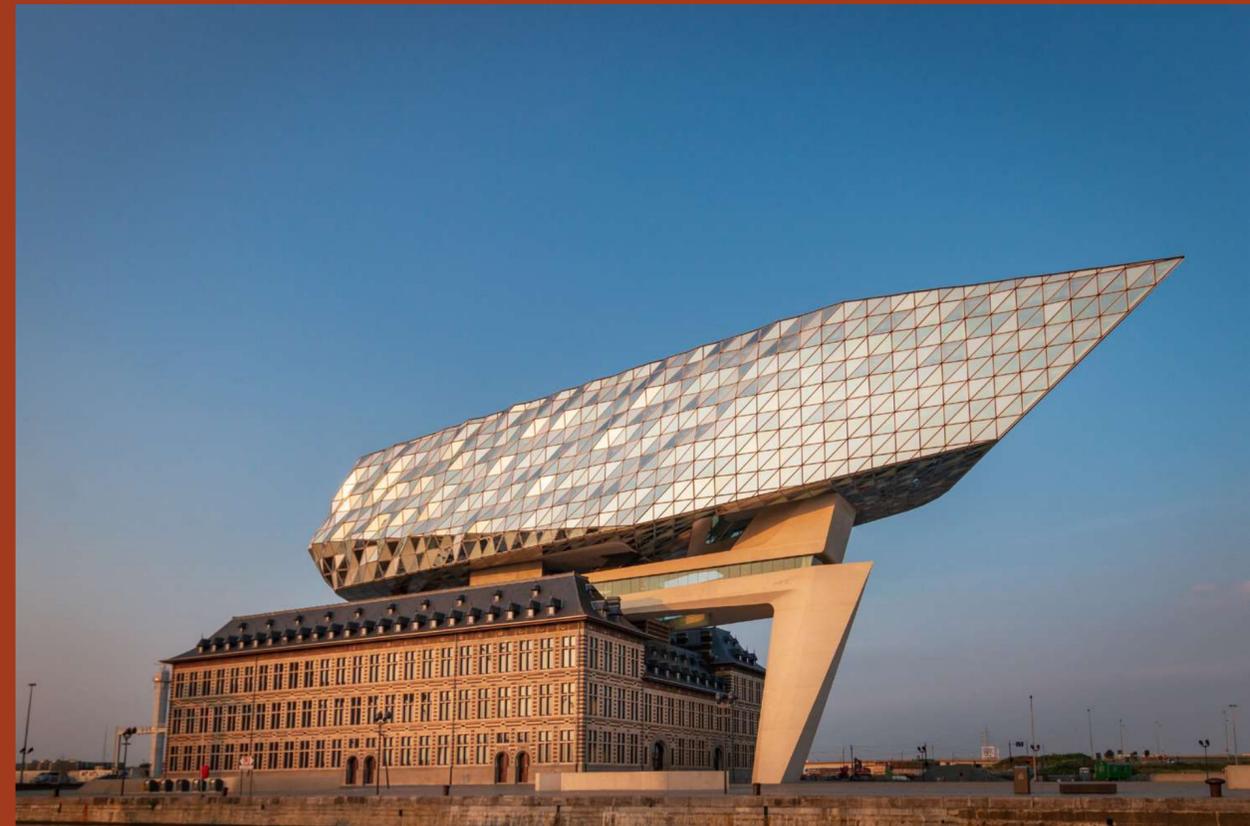
↑ Walter Van Beirendonck

Here, diamonds meet design, craft meets culture, and innovation grows from history. It is one of Europe's oldest trading ports, yet one of its youngest creative cities. Open, multicultural, experimental, and proudly rooted in craftsmanship. A place where you will find chocolate ateliers next to concept stores, historic guild houses beside brutalist landmarks, and artists, chefs, chocolatiers and designers sharing the same cafés and the same ideas.

And of course, it is Belgium. Where beer is an art form, fries are religion, and chocolate is pure culture.

Antwerp. A small city with a big taste for creativity — and a deep love for chocolate.

↓ The Port House







# WORLD CHOCOLATE MASTERS DIGITAL BOOTCAMP

Save the date for our next World Chocolate Masters digital bootcamp, taking place on April 16 and 17 2026. During these two days, we will update you on the latest competition rules and regulations and introduce you to our Play & Taste concept theme. You will be guided through inspiring sessions designed to help you prepare for the next stage of the competition.

Top chefs and former winners of the Callebaut World Chocolate Masters will also share their insights, experience and creative approach, offering valuable inspiration for your own work.

More information will follow soon. Save the date!



PLAY &  
TASTE

# FROM PLAY TO PLAY & TASTE



WOCM

You've mastered the art of Play.  
It challenged you to experiment, surprise, and break boundaries.  
Now, it's time to go deeper: to Play & Taste.

Because taste is more than flavour.  
It's refinement. It's sensitivity.  
It's the ability to see beauty, recognise balance, and feel emotion.  
Taste is the universal language that connects us.  
It drives delight, evokes memory, and shapes desire.  
It defines what moves us.

Taste lives in art, fashion, design and craft,  
where culture and creativity merge into what we call good taste.  
And there's no better stage to explore that connection than Antwerp.

A city built on exchange, diversity, and vision.  
For centuries, ships carried not only cacao and spices,  
but also ideas and aesthetics that defined what taste could be.  
Here, art, fashion, design, and gastronomy intertwine,  
a melting pot where creativity and refinement collide.

Play & Taste is the next chapter.  
Play boldly. Play & Taste.

THE CALLEBAUT WORLD  
CHOCOLATE MASTER WILL  
BECOME THE STAGE FOR  
**THE FUTURE OF TASTE,**  
**A SHOWCASE OF**  
**INNOVATION** WITH  
CHOCOLATE AS ITS MEDIUM!





# CALLEBAUT<sup>®</sup>

## CHOCOLATE ACADEMY

Callebaut Chocolate Academy is a proud partner of Callebaut World Chocolate Masters. Together, we aim to be the most inspiring and creative chocolate platform in the world, heroifying chefs from around the world who want to push their skills, talent, and vision of chocolate creativity forth.

We will guide and support you by making your journey an unforgettable one. At Callebaut Chocolate Academy, we celebrate craftsmanship and empower artisans and chefs to become the very best versions of themselves. Count on our support and our network of chefs and ambassadors to get there, step by step.

## CALLEBAUT CHOCOLATE ACADEMY

With our 26 training and support centers around the world, Callebaut Chocolate Academy aims to empower chefs and help them be at their very best. This is why Callebaut Chocolate Academy is proud to accompany the contestants throughout their journey.

## OUR NETWORK OF CHEFS

We thrive together thanks to the support and guidance from our network of expert-chefs and ambassadors around the world. Any questions about applications, techniques, flavours or our gourmet brands portfolio of Callebaut, Cacao Barry, Carma, Van Houten, Van Leer, Chocovic and Sicao? Technical or creative questions about the assignments? Rely on our network of professionals to coach and guide you.

Through our brands, we offer ingredients, knowledge and inspiration. We build a network to make chocolate aspirations come true, and to help your business thrive. We bring new skills and knowledge to kitchens all around the world.

With 100 Callebaut Chocolate Academy Chefs and more than 140 Ambassadors, we constantly share new techniques, consumer trends, insights, business support, and opportunities for co-creation.



# 26 CALLEBAUT CHOCOLATE ACADEMY CENTERS IN THE WORLD

OVER 100 EXPERTS AND CHEFS WORLDWIDE



# MASTERS OF TASTE

Speaking the one language we all understand: chocolate experiences.



## CRAFTED FOR CHEFS. PERFECTED OVER GENERATIONS.



In 1911, Octaaf Callebaut had a dream, to craft a chocolate whose taste would inspire generations.

Today, Callebaut's Finest Belgian Chocolate range has become an essential in the kitchens of chefs around the world. Iconic recipes such as 811, 823, and 70-30-38 have earned their place as the preferred chocolate couvertures of professionals.

Their bold, straightforward, and complete taste profiles create the perfect foundation for chefs to explore flavours, textures, and ingredients, delighting every time and pleasing countless consumers.

## THE SIGNATURE COLLECTION: A JOURNEY OF INDULGENCE.

The signature collection celebrates the artistry of chocolate in its purest form. From bold single-origin chocolates that express their unique terroirs to masterfully blended creations that unite flavours from diverse regions, each chocolate tells a story of craftsmanship, sustainability and timeless indulgence.

## CACAO POWDERS: PRECISION MEETS PERFORMANCE.

Experience the pinnacle of cocoa powder excellence with Callebaut's Signature Cocoa powder range. This collection combines technical precision and superior taste to meet every creative demand.

From the intensity of single origin powders to versatile blends, each powder offers smooth texture, rich colour, and consistent performance. With varying fat contents, pH levels, and innovative insoluble formats, the range empowers chefs to elevate their creations, in baking, beverages, and desserts alike.

## SUPPORTING COCOA FARMING COMMUNITIES



Since 2019, Callebaut has been supporting sustainable cocoa farming practices and empowering cocoa farmers via the Cocoa Horizons Foundation.

Through this program we are investing in improving farmer livelihoods and fostering thriving farming communities. 17

## FINEST BELGIAN CHOCOLATE

The reference in Belgian chocolates, made from bean to bar in Belgium. Appreciated for their taste, great paring potential and reliable workability by chefs around the world.



**POWER 80**  
80% cocoa solids dark



**70-30-38**  
70.5% cocoa solids dark



**60-40-38**  
62.2% cocoa solids dark



**811**  
56.9% cocoa solids dark



**815**  
54.5% cocoa solids dark



**POWER 41**  
40.7% cocoa solids dark



**845**  
32.6% cocoa solids dark



**823**  
33.6% cocoa solids milk



**W**  
26.2% cocoa solids white



**VELVET**  
32% cocoa solids white



**RB2**  
32.8% cocoa solids ruby



**GOLD**  
33.4% cocoa solids caramel

## ORIGIN RANGE

Savour the exceptional with our Signature collection. Every bite tells a story, of origin, passion, and perfection.



**MADAGASCAR**  
67% cocoa solids



**SÃO TOMÉ**  
70% cocoa solids



**VENEZUELA**  
72% cocoa solids



**FLEUR DE CAO**  
70% cocoa solids



**PHILIPPINES**  
68% cocoa solids



**GHANA**  
40% cocoa solids



**ECUADOR**  
39% cocoa solids



**DOMINICAN REPUBLIC**  
70% cocoa solids



**PERU**  
65% cocoa solids



**TANZANIA**  
75% cocoa solids

## COCOA POWDERS

Smooth textures. Rich colours. Bold flavours. A powder range crafted to perform every time.



**BOTANICAL EXPERIENCE EXTRA BRUTE**  
pH 7.7-8.1 Fat 22-24%



**ZESTINA EXPERIENCE PLEIN ARÔME**  
pH 6.8-7.2 Fat 22-24%



**BOTANICAL EXPERIENCE DÉCOR CACAO**  
pH max. 8.4 Fat 20-22%  
Dry matt look stay fresh for up to 3 weeks



**VELVET EXPERIENCE LÉGÈRE**  
pH 7.6-8.2 Fat max. 1%  
Less THAN 1% cocoa butter for lighter, less dense creations



**BOTANICAL EXPERIENCE NOIR INTENSE**  
pH 6.7-7.1 Fat 10-12%  
Deep, shiny black cocoa powder for sophisticated creations



**VELVET EXPERIENCE ROUGE ULTIME**  
pH 7.8-8.4 Fat 20-22%  
With beans from Cameroon



**SILKY EXPERIENCE CHOCO POWDER**  
31.7% min. Cocoa Solids

## COCOA PRODUCTS



**COCOA MASS**  
100% Cacao MASS  
Pâte de cacao Kakaomasse



**COCOA MASS**  
Cocoa Butter in callets  
100% Beurre de Cacao in callets  
Cacaoboter in callets  
Kakaobutter in callets

# CHALLENGES

This overview shows the Challenges you will complete across the two day finals on 26 and 27 October 2026. In total there are five Challenges.

Day zero is your unloading day, and also the moment you take on Challenge 1 - YOU.

On day one you will complete Challenge 2 - BONBON, A Tale In Two and Challenge 3 - DESIGN, The Shape of Taste. At the end of this first day there is an elimination and only the eight strongest finalists move on.

Day two brings Challenge 4 - TASTE, In Motion Like Antwerp and Challenge 5 - SHARE, The Future of Giving.

The next slides take you deeper into each Challenge.



CHALLENGE 1

# YOU

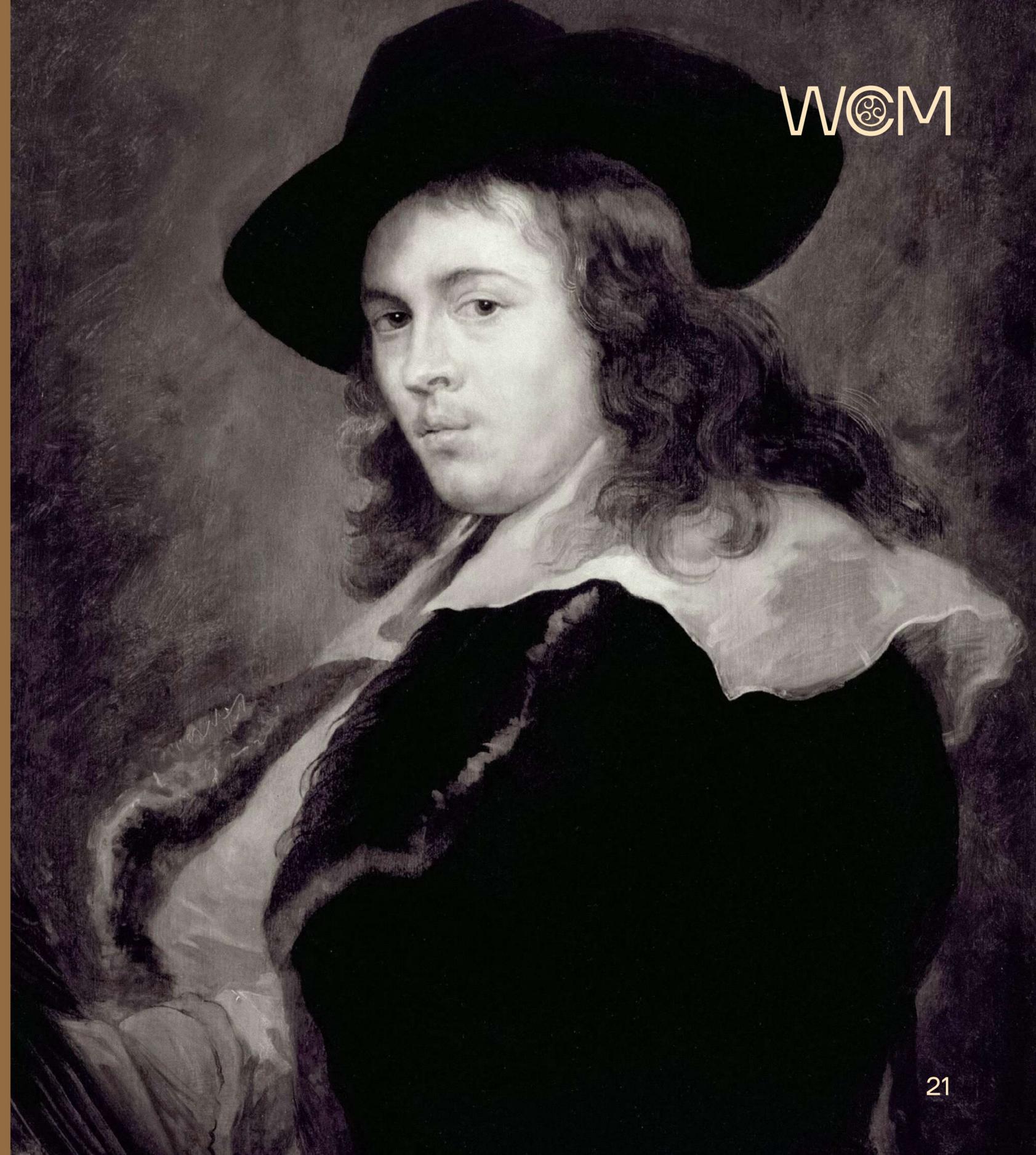
The Taste of You



# OBJECTIVE

Share the story behind your creative journey. What makes you unique? What drives your inspiration for this competition? Show us that you mastered Taste in all of its forms.

Show us the red thread that connects all your creations, the idea, feeling or vision that defines your work. Bring it to life in a powerful 60-90 seconds elevator pitch that captures who you are and what you stand for.



# REQUIREMENTS

- You will deliver a 60-90 seconds elevator pitch about your concept and creations. There are no visual aids. It is all about your story, your energy and how you bring it to life.
- At the location of the finals, a video booth will be available to record your pitch on day 0. This recording will be shown to the jury at the start of day 1. If you are comfortable presenting in English, please do so. If not, you may present in your mother tongue. We will provide subtitles via AI and you will be able to review the translation before it is shared with the jury.
- Keep in mind that Antwerp, the hosting city, may have influenced your work. Its craftsmanship, design, arts, architecture and history, as well as its creative energy, could have provided your creative journey and final concept. While sharing your inspiration, please keep your comments general and avoid revealing any details of your actual creations.
- Tips for your elevator pitch: Start strong by opening with a hook that captures attention. Clearly explain what makes you and your concept unique. Build a short narrative that shows where it began, what drives you and the impact you aim for. End with confidence and a clear message that stays with your audience. Practice your speech, a great delivery and strong storytelling are the key to make your story stick and be impactful.



# DO'S & DON'TS

## DO'S

- ☑ Prepare a powerful elevator pitch of 60-90 seconds.
- ☑ Focus on authenticity and emotion.

## DONT'S

- ⊘ No applications required
- ⊘ Avoid generic summaries or brand speeches.
- ⊘ No visual aids are allowed, only your oral pitch.



CHALLENGE 2

# BONBON

A Tale In Two



# OBJECTIVE

The objective of this challenge is to create a refined bonbon concept that expresses the spirit and diversity of Antwerp through taste and design. Antwerp is a city of contrasts. Classical yet contemporary, structured yet experimental, bold yet balanced.

Chefs are invited to translate these qualities into two distinct bonbons in dialogue, each with its own character, yet designed to enhance and challenge one another. Give special attention to the complementary in shape & flavour.

Together, they should tell one story that reflects individuality, craftsmanship, and creativity. Showing mastery in flavour, texture, form, and storytelling.



# REQUIREMENTS

- Create a bonbon concept in which both units are in harmony. The concept should clearly show two distinct units forming one cohesive whole. The pieces do not need to be glued together, but they must be in physical contact. Feel free to be creative in how you connect them. You may alternate the techniques used for each unit.
- Create 28 identical bonbon concepts, with two individual pieces forming one cohesive bonbon.
- The bonbon should demonstrate balance, originality, and consistency in flavour, texture, and form.
- Chocolate should remain the dominant ingredient. Use Callebaut Origin Range, inspire your flavour story from the Callebaut Origin Taste Wheel.



# DELIVERABLES

- One complete duo bonbon creation: 28 bonbon concepts.
- Create an innovative bonbon concept using moulding, enrobing, truffle-making, 3D-printing or any other technique.
- Please provide us with a written document outlining the inspiration and structure of your bonbon, clearly saying which Callebaut Origin chocolate you have chosen and why it was paired with your key flavours. The written explanation and your recipes will support the Jury to evaluate your creation; There is no verbal presentation of your bonbon to the Jury.

# PRESENTATION

- The duo must be presented as a coherent, elegant, and refined concept that clearly communicates the connection and interaction between the two pieces.
- No verbal presentation will be required.
- The written documentation will serve as the chef's concept presentation to the jury.
- Each bonbon must be clearly identifiable and distinctive in form, finish, or flavour, while together forming one meaningful concept in taste and design.



# DO'S & DON'TS

## DO'S

- ☑ Present 28 bonbon concepts.
- ☑ Weight per bonbon concept: 12-20g, (incl. decoration).
- ☑ Design a duo of bonbons that exist in dialogue, distinct in character, yet inseparable in one shared experience.
- ☑ It should consist of min. 3 distinct textures – outer shell not included.
- ☑ The concept must be easy to transport and sellable in a store.
- ☑ Maintain chocolate as the central ingredient.
- ☑ Use Callebaut Origin Range (for shelling and enrobing the chocolates made available to you from the tempering machines can be used).
- ☑ All ingredients can be brought pre-scaled except the chocolates. These must be scaled during preparation time at the table top of the workstation. The chocolates will be prepared for you by the WCM committee in accordance with your chocolate order. The Chocolates will be prepared for you based on your chocolate order which you need to hand in by the 1st of August 2026 to email [worldchocolatemasters@barry-callebaut.com](mailto:worldchocolatemasters@barry-callebaut.com).

## DON'TS

- ⊘ Inspiration may be drawn from Antwerp's artistic, architectural, cultural, or emotional identity, but not from a single discipline or landmark. For example, do not replicate specific monuments such as the Cathedral of Our Lady.
- ⊘ No inedible decorative materials or pre-produced elements.
- ⊘ Don't present two unrelated bonbons. They must be conceived as part of one unified concept: individual in form, but connected in experience.
- ⊘ You must present 2 clear individuals in one concept, no inserts.

# MOULDS

If you would use moulding as a technique, you have these choices:

## OPTION 1

Make your choice from the online shop of our sponsor Chocolate World: [www.chocolateworld.be/shop#moulds](http://www.chocolateworld.be/shop#moulds). All mould sizes are mentioned in the product detail specs. Send your reference/model of choice to [worldchocolatemasters@barry-callebaut.com](mailto:worldchocolatemasters@barry-callebaut.com) before 1 August 2026. Number of moulds you will receive: 10.

## OPTION 2

Create your personalized mould with Chocolate World and follow these steps:

- Timings:
  - The sketch must be sent by 15 January at the latest, although you may submit it earlier.
  - A professional drawing will be delivered in early April, and no later than the end of April.
  - Candidates should send their feedback and proposed changes by email no later than 7 days after receiving the professional drawings.

- A 45-minute call with the candidates and our designer will be organised to discuss and finalise any potential modifications. The technical drawing will be completed during this call; no further feedback rounds will take place.
- The process to finalise the technical design must be completed by the end of May at the latest.
- No sample mould can be provided.
- If participants miss deadlines or are not satisfied with their final design, they may consider switching to Option 1 or to proceed without a mould.

## NOTE FOR ALL OPTIONS:

- No moulds from other brands or companies are allowed.
- When using moulds, they can be brought in ready masked or taped – but NOT yet coloured!
- The moulds delivered to you for the preparation at home are the moulds for you to work with during the final: make sure to bring them to the world final.

# PRESENTATION

- Your bonbon concept needs to be presented on DAY 1 of the final. All contestants will finish simultaneously per group: there is one common deadline for everyone.
- Present **28 bonbon concepts made live from scratch** at the common deadline.
- Upon deadline: **the WCM organisation will come to pick up the bonbons at the contestant's workstation.**
- During the pick-up, you will have to place your bonbons directly onto the trays.
- All trays will be brought to the jury and the presenter's desk by the WCM organisation.
- **No own bases or presentation items are allowed.**
- The jury will use your written explanation to evaluate the bonbon. Make sure you mention the Callebaut Origin Range chocolates you used and the key flavours you paired it with.

## EXTRA: 120 READY-MADE BONBONS CONCEPTS FOR DEGUSTATION BY PRESS AND VIPS

- 120 bonbon concepts must be brought along ready-made and finished, and handed over to the WCM organisation before the competition starts, during unloading.
- They will be presented for tasting to press bloggers and a global selection of VIP customers.
- Make sure to pack them in closed boxes and clearly label them with your name, your country, and your Group number (1 or 2).
- You are responsible for food safety and guaranteeing the bonbons are fresh and safe for degustation by press, bloggers, and other guests.

CHALLENGE 3

# DESIGN

The Shape of Taste



# OBJECTIVE

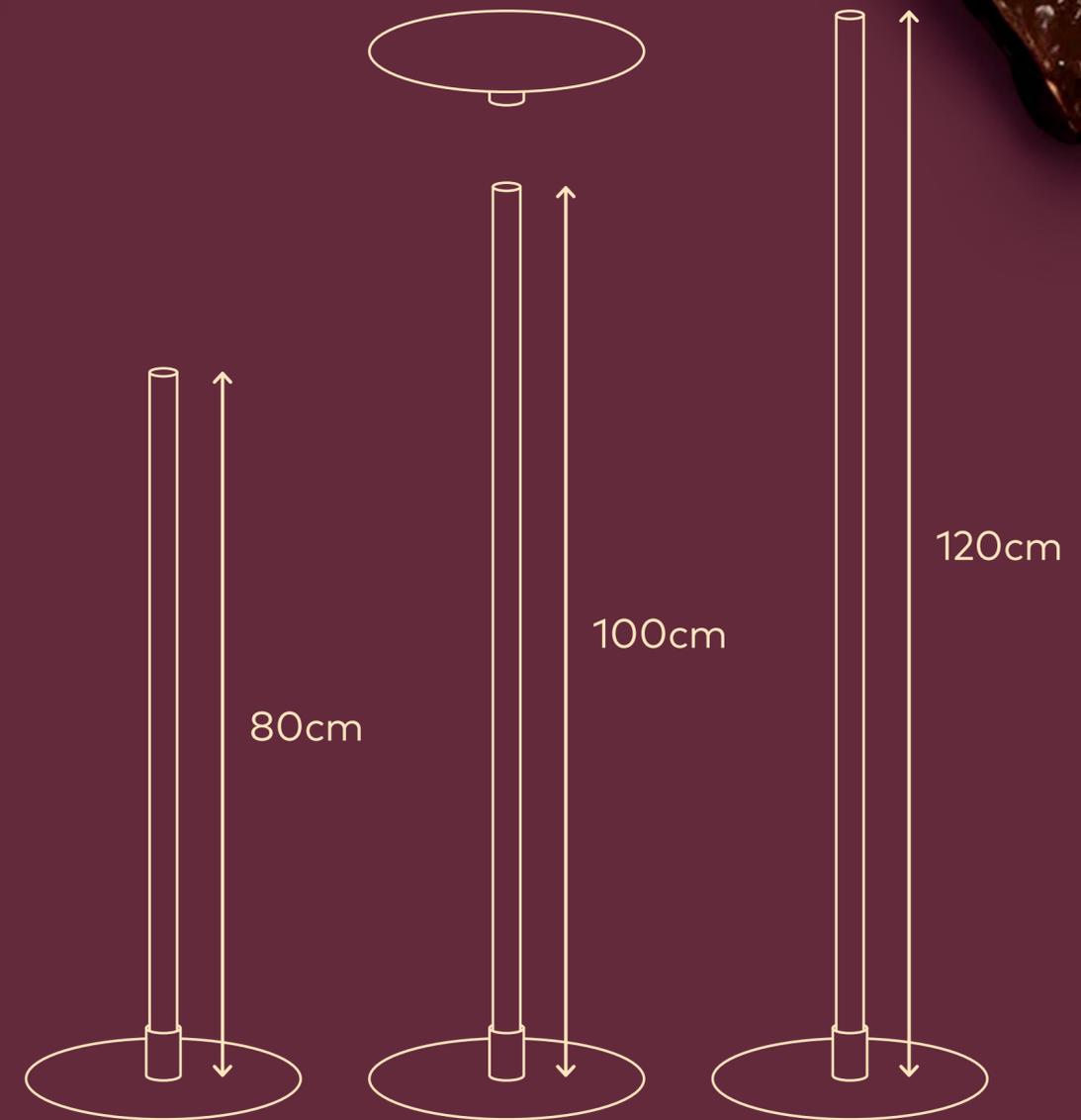
The objective of this challenge is to create a chocolate design piece that reflects the essence of Play & Taste, not through flavour, but through design, composition and craftsmanship.

Chefs must translate the idea of good taste into form: balance, proportion, and visual emotion.

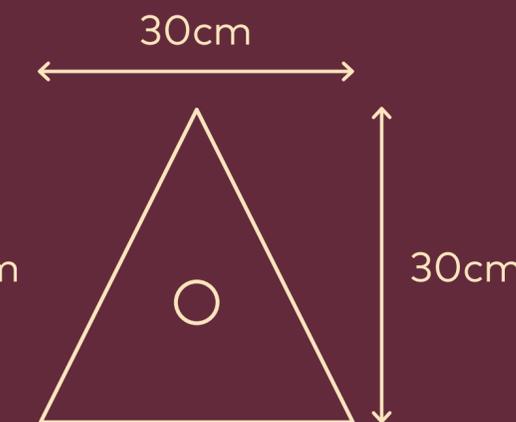
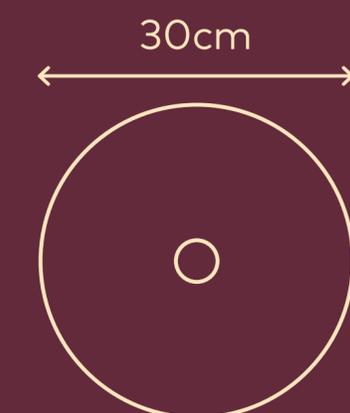
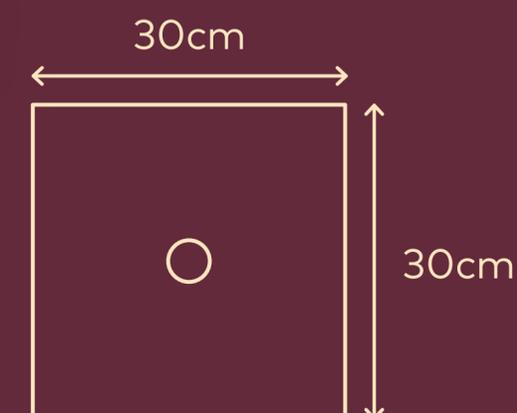
Can be inspired by Antwerp, a city where art, architecture and craftsmanship coexist. The piece should express refinement, contrast, and originality.

# REQUIREMENTS

- Create one chocolate design piece built on the official base design provided by the organisation.
- Participants are asked to base their design on a predefined structure consisting of a metal tube mounted on a footplate. The tube can be selected in one of three heights: 80, 100, or 120 cm. On top of this tube, a plate must be used. Participants may choose from several shapes: a square (30×30cm), a round plate (30cm), a rectangular plate (50×20cm), or a triangular plate (30×30cm). All plates have a uniform thickness of 1cm.
- The base design may not be altered in size or shape or have holes drilled in it; it serves as the foundation for your design composition.
- The total weight of the design piece must not exceed 30 kg.
- You must work on your design piece at your workstation; however, by the end, you must transport it to the final display area. Please ensure that your design piece properly fits the stand as stand and base both must be at the display area. Both the base and the stand will be made available to contestants at the start of the competition time on Day 1 at their workstation.



- The exact dimension (diameter of the tube) and weight of the stand will be made available to you during the April bootcamp. The exact weight of the different bases will be made available to you during the April bootcamp.
- The design challenge must be presented on the table top of your workstation on day 1.
- There is no restriction in space or dimension of your design piece.
- The entire piece must be assembled live during the competition before the jury.
- The design piece must be 100 % made of chocolate or cocoa-derived products.
- Apart from the provided base, no other materials are allowed.
- The design should demonstrate balance, proportion, contrast and craftsmanship, using colour, texture or geometry to express The Shape of Taste.
- Only EU legislation approved colorants can be used. Bronze and gold powder are allowed for this assignment.
- No figurative or literal representation of Antwerp landmarks or logos.



# DELIVERABLES

- One complete chocolate design piece (max 30 kg) presented on / around / with the official base (H = 80 / 100 / 120cm).
- A verbal presentation (maximum 2 minutes) explaining how 'Play & Taste' is expressed through the design piece.
- The work must be finished and ready within the competition timeframe.

# PRESENTATION

- The jury will assess the piece on overall composition, proportion, craftsmanship, and visual emotion.
- The design piece must be self-supporting and stable on the base without any extra support.



# DO'S & DON'TS

## DO'S

- ☑ Work entirely in chocolate using moulding, sculpting, assembling or innovative techniques.
- ☑ Keep total weight under 30 kg and within the sizing of the base you choose.
- ☑ Ensure the piece is safe to handle and transport.
- ☑ Colour is allowed: yet use edible colours from natural origin.

## DONT'S

- ⊘ No external supports, additional frames or inedible materials.
- ⊘ No direct or figurative representation of Antwerp landmarks or logos.
- ⊘ Contestants are not allowed to add any supplementary base or background. All elements must be presented on, around, or within the base itself. No separate items may be displayed, and no chocolate may touch the floor. All chocolate components must be constructed directly on and around the stand and its base.
- ⊘ Shellac or similar products are not allowed.



# REQUIREMENTS

- The piece must be **100% made of chocolate or cocoa-derived products**. Apart from the base, no other materials are allowed. The jury can also pierce elements to check whether there is no wood, Styrofoam, metal, plastic or other supports inside.
- The design must be assembled **on a specially developed base** of which you can find the details on the previous pages. The base will be first presented to you during the April bootcamp.
- **The base of your choice will be made available to the contestant at the beginning of day 1.** You need to start working from this clean base during the final. **No ready-made design bases can be brought in.**
- You cannot alter, damage or convert the base.
- You are allowed to colour both the base and the chocolate used in your design piece. Only edible and natural colourants may be used, such as coloured cocoa butters, bronze and gold powder. No E-numbers are allowed (unless of natural origin).
- Pre-moulded / pre-sculpted parts can be brought in ready-coloured. Finalists need to document the conception and making of all homeprepared elements. Make sure you are clearly recognizable on the documentation: drafts, sketches, images and videos must show you working on the elements.
- In case finished parts are brought along, the jury can ask the contestant to replicate the finishing and crafting technique at the premises. This will be done at the end of the competition day (outside the competition time).
- Shellac or similar products are not allowed.
- The jury can perforate the design piece or run a metal detection test to check whether no plastic, metal, wooden or any other unallowed materials have been used to create the design piece or to provide stability.
- Make sure you can transport your piece to the display area to fit it on the display stand.
- Contestants are not allowed to add any supplementary base or background. All elements must be presented on / around / in the base itself – no separate items can be displayed or presented.
- The design piece - once finished - must fit to stand without any additional support on the base you choose.
- The design piece must fit and be in balance on the base.
- The base cannot be brought to the table top, you need to create the design piece on your table top and then transport it once finished to the base.

# PRESENTATION

- Design needs to be presented on Day 1 of the competition.
- There is one common deadline for all finalists to finish this assignment: the deadline means stop working on this assignment.
- In accordance with their timetable (this will be shared at least 4 months before the competition date) the finalists transport their DESIGN to the display stand on the WCM booth one by one. They can have a person help them to transport the piece. The helper must be ready at the assigned time and wait for the WCM committee to enter the competition area; they cannot enter prior to the assigned transport time.
- Presentation to the jury takes place once the piece has arrived on the display.
- The design piece will be judged and evaluated by the jury at the workstation and then moved to the display area. Points will be deducted if the design piece does not reach the display area intact. You may have a helper to support during the transport only.
- In case the finalist misses the deadline, (s)he will get to present after the other finalists.
- The time slot for presentation to the jury is 5 minutes: 2 minutes for oral presentation and 3 minutes for the jury to evaluate. After oral presentation, the finalist can go back to the workstation to clean and clear the work station.



CHALLENGE 4

# TASTE

In motion, like Antwerp



# OBJECTIVE

Create a fresh chocolate pastry from scratch that will express the concept of motion and transformation through taste. Antwerp is a city in constant movement. Its port, its people, its exchange of ideas.

You must capture this energy in a chocolate-based creation "fresh pastry" that evolves through its taste, texture, or temperature.

Your creation should tell a story of change and flow, as dynamic and layered as the city itself.



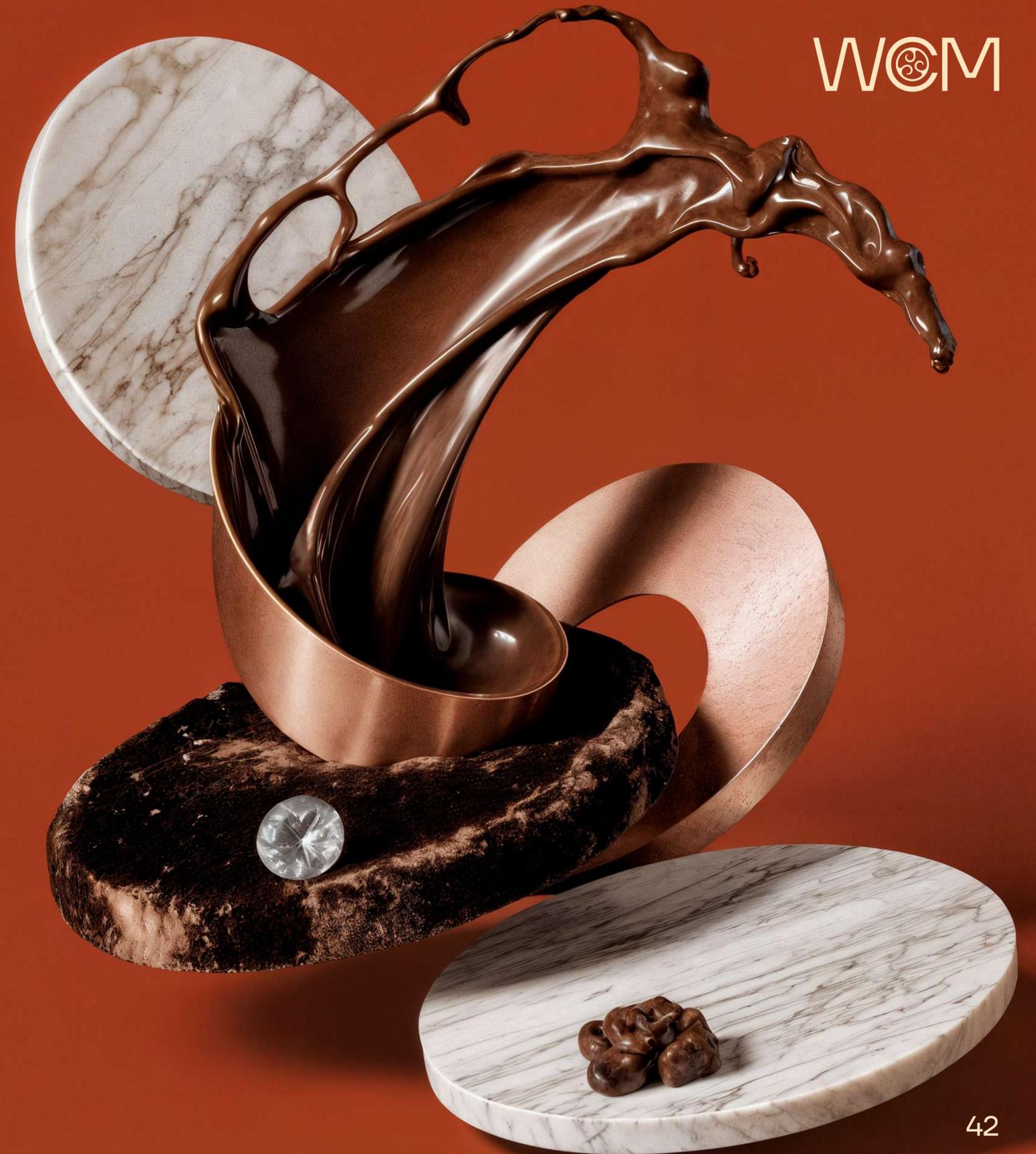
# REQUIREMENTS

- Create a chocolate based pastry using Callebaut's finest Belgian chocolate range, which can be found on page 18.
- The creation must demonstrate an evolution in taste, texture, or temperature (e.g. melting, softening, crisping, revealing, layering ...).
- Draw inspiration from Antwerp's identity as a city in constant movement, where change and contrast define its character.
- All components must be fully edible, technically feasible, and produced live during the competition, in accordance with the general WCM Rules & Regulations.
- Chocolate must remain the dominant flavour, balanced with fresh and natural ingredients.



# DELIVERABLES

- Present 28 individual pastries to the jury.
- All elements must be fully edible and technically feasible for production.
- Present your concept through a social media post format that expresses the idea of "motion" and transformation. There is no verbal presentation.
- TASTE must be presented on DAY 2 of the competition. However, you are allowed to work on TASTE on DAY 1.
- Be ready at your individual deadline to present your creation to the jury. The time schedules for each finalist will be communicated latest 4 month prior to the final competition day.



# PRESENTATION

This post will serve as the concept presentation to the jury.  
The social media post must be submitted before 1 August 2026.  
There is no verbal presentation.

The social post must include:

- 3-5 images or short video (max. 15 seconds, 1920x1080 px, .jpg or .mp4) showing the evolution or transformation of the creation.
- A caption (max. 750 characters) describing the concept, inspiration, and transformation in motion, and clearly indicating the types of chocolate used.
- Official hashtags: #Play&Taste #WCM2026 #InMotionLikeAntwerp

The creation itself must visibly evolve through melting, aroma release, texture change, temperature progression, or another innovative technique that illustrates transformation. This evolution must be intentional, controlled, and perceptible during tasting not accidental or purely decorative.

Please note that the organization will create the final post.  
You are only required to share the text and visual materials.



WCM

# DO'S & DON'TS

## DO'S

- ☑ Use time or temperature to create transformation.
- ☑ Create single-serve, individual pastry.
- ☑ Weight per individual pastry: 50g - 75g (including decorations).
- ☑ Your pastry should contain at least 3 different textures (decorations not included).
- ☑ Maintain chocolate as the main ingredient.
- ☑ Use Callebaut's finest Belgian chocolate range.
- ☑ The use of fruit purées is allowed.
- ☑ All ingredients can be brought pre-scaled except the chocolates. These must be scaled during preparation time at the table top of the workstation. The Chocolates will be prepared for you based on your chocolate order which you need to hand in by the 1st of August 2026 to email [worldchocolatemasters@barry-callebaut.com](mailto:worldchocolatemasters@barry-callebaut.com).

## DONT'S

- ⊘ No purely visual transformations without taste evolution.
- ⊘ No artificial colouring agents or inedible décor.



# REQUIREMENTS

- Create the pastry as **single-serve, individual pastry**.
- Present 28 fresh chocolate pastries made live from scratch at the individual deadline.
- Upon deadline: the WCM organisation will come to pick up the fresh pastry at the contestant's workstation.
- There is **no restriction on the use of other ingredients than chocolate**. But chocolate should be the main flavour.
- All components have to be **freshly baked or freshly made** at the premises on the day of the presentation.
- You are allowed to use the freezer, dry ice, liquid nitrogen, cooling spray or any other tool that produces temperatures equal to or below 0°C/32°F at any point during this assignment. As long as the use of the freezer is in function of preserving maximum freshness of your ingredients and preparation.
- All components have to be made from fresh ingredients: e.g. fresh fruits (as you are responsible for bringing these you may transport them frozen), herbs, spices. The use of fruit puree is permitted but the use of IQF fruits is not allowed.
- Be original in your **format, design and shape**: (flexible) moulds are too easy to impress – so think about how you would create a unique cake design using more original techniques.

# ONE COMPULSORY LOCAL INGREDIENT

- Select a local ingredient from an artisan or farm around you: **it must be grown in your area and/or produced/crafted close to you.**
- The ingredient should have a clearly identifiable taste, texture or play a functional role in your pastry.
- Document where it comes from, its story, the source (local farm or artisan) and why it's a perfect match for your fresh pastry and your source of inspiration. (anything to document it is welcome: descriptive text, images, video...)
- You are responsible for procuring, administration, customs declaration and shipping your local ingredient to the premises of the final.

# PRESENTATION

- TASTE needs to be presented on **DAY 2** of the competition. However, you are allowed to work on TASTE on DAY 1.
- Be ready **at your individual deadline** to present your creation to the jury. The time schedules for each finalist will be communicated 4 months prior to the final competition day.
- Present **28 individual pastries** to the jury, press and VIP's.
- The individual pastry must be presented on the plates provided by the WCM organization. No other plates are allowed. The ceramic plates are round, white coloured and are measuring 20 cm Ø x 1 cm H.
- Upon your individual deadline: the WCM organisation will come to pick up the pastry at the contestant's workstation.
- In case the finalist misses the deadline, (s)he will get to present after all presentations of the other finalists.
- The time slot for the presentation to and tasting by the jury is 10 minutes in total, including the presentation of your post that is used as aid to evaluate the pastry.
- All elements **must be presented on the pastry itself**. No side dishes, decorations or elements should be presented separately.

A collection of decorative elements on the left side of the page. It includes several dark brown, curved, ribbon-like shapes that overlap each other. There are also several light-colored wooden pieces, including a round wooden top, a textured wooden sphere with a grid pattern, and several cylindrical wooden blocks of varying sizes and orientations.

CHALLENGE 5

# SHARE

The Future of Giving

# OBJECTIVE

In the Share assignment, sharing goes beyond flavour; it is also about the experience of giving.

This challenge invites chefs to create a future-forward chocolate gift that people not only want to taste, but also want to share and show.

The creation should be visually iconic and desirable by design, something that tells its story in one glance through shape, texture or presentation.

It is not about trends or filters, but about good taste made visible: refined, balanced and relevant to today's culture of sharing.

A gift that reflects the future of chocolate, thoughtful, sustainable and beautiful enough to be given, shared and remembered.



# REQUIREMENTS

Create a **chocolate-based** concept for sharing or gifting, presented in a ready-to-give format.

The creation must be room-temperature stable and technically feasible for production and transport. It must express at least one emerging trend in chocolate craftsmanship, with the three big trends referenced on page 67.



# DELIVERABLES

- Present 6 share concepts to the jury.

# PRESENTATION

- The creation will be presented as a gift moment. Ready to be offered, opened, and shared.
- Judges will evaluate how well the chef reinterprets the act of giving for today and tomorrow.
- Focus will be placed on originality, craftsmanship, sustainability, and design relevance.
- The SHARE must be presented on the plates provided by the WCM organization. No other plates are allowed.
- SHARE needs to be presented on DAY 2 of the competition. However, you are allowed to work on SHARE on DAY 1.
- The contestants will give a 2-minute oral presentation, followed by 8 minutes during which the jury will evaluate the creation.



# DO'S & DON'TS

## DO'S

- ☑ Develop a creation that is made to be shared or gifted for 6 people.
- ☑ Integrate at least one forward trend or design innovation.
- ☑ Keep it room-temperature stable and transportable.
- ☑ Weight of the total sharing concept: 300g - 450g.
- ☑ All ingredients can be brought pre-scaled except the chocolates. These must be scaled during preparation time at the table top of the workstation. The chocolates will be prepared for you by the WCM committee in accordance with your chocolate order which you need to hand in by the 1st of August 2026 to email [worldchocolatemasters@barry-callebaut.com](mailto:worldchocolatemasters@barry-callebaut.com).

## DONT'S

- ⊘ Avoid fragile or refrigerated elements.
- ⊘ No purely decorative or non-functional designs.
- ⊘ No artificial colouring agents or inedible décor.



# REQUIREMENTS

- There is no restriction on the use of other ingredients than chocolate. But chocolate should be the **main flavour**.
- Give a two-minute oral presentation. You will receive your individual timetable four months before the final competition day.
- All creations are picked up at the workstation, contestants do not bring them to the jury themselves.



# GENERAL INFO

# RULES THAT APPLY TO ALL ASSIGNMENTS

- Any non-compliance with the rules may result in a deduction of points.
- All of the assignments should clearly represent this year's theme: "Play & Taste"
- They must also showcase a common thread that unites them all representing your concept / source of inspiration.
- For all assignments: include one or more Callebaut chocolate couvertures and/or products from the supporting brands Cacao Barry and Mona Lisa Studio. Document the reasons behind your choices, as the jury may ask for your rationale.
- In case you require non-cacao or non-chocolate ingredients that are available in the ranges of our brands (i.e. pralines, crunches, etc.), you must use these products. Similar ingredients from competitors are not allowed. If a specific ingredient is not offered in the range, you may make it from scratch.
- Different chocolates will be available from the automatic tempering machines in the competition area: Callebaut Velvet, Callebaut Power 41, and Callebaut Fleur de Cao. The tempering machines will be set by the WCM technical committee and you are not allowed to change any of the settings, however, reassure yourself of proper pre-crystallization of the chocolates before each use.
- Your individual time schedule and the final number of creations to be presented to the jury for each assignment will be communicated by the WCM team latest 4 months prior to the competition.
- The use of colours is allowed as long as they are edible and from natural origin. (note: colourants with E-numbers [such as E100: curcumin] are allowed because of their 100% natural origin.) Select them from the Mona Lisa Studio line: no colourants from other brands are allowed. The local WCM team will inform you on which ones will be available.
- All creations must comply with the European food legislations.
- All local ingredients you use must comply with the following: E-number-free / no artificial colourants / no artificial flavours / no preservatives / no artificial sugars / abide to EU food legislations.
- The competition will take place over two days, with a total duration of 11 hours (5 hours on Day 1 and 6 hours on Day 2).
- For any equipment and machinery available during the competition: The WCM team will provide you with a full list of all available items as of April 2026.

- All applications should be created and produced in the most sustainable way possible (minimum food waste, use of disposable plastics).
- Per assignment: use at least one mandatory Callebaut Chocolate couverture.
- Be picky when choosing your chocolate: the jury will want to know why you are using a specific chocolate for each assignment.
- When using other chocolates than the ones from the machines, you will have to temper these yourself using any tempering technique you prefer – except for continuous tempering machines.
- All assignments must be created and assembled on the tabletop of the workstation. No work is allowed at the back or dish area, this applies to all assignments and working steps.
- All assignments must be completely made and assembled from scratch live during the competition in front of the jury.
- All components must be made with edible ingredients of natural origin. The use of colourants of natural origin is permitted (if they abide to EU food & safety regulations, that means that some e-numbers are allowed.)
- Be inspired by current trends to keep your product concepts fresh and relevant.
- Fermentation is allowed, but it must be documented. Contestants are required to replicate the entire process during the competition.



# YOUR RECIPES & DOCUMENTATION

Send your recipes and documentation before 1 August 2026 per wetransfer to your local Callebaut World Chocolate Masters contact person. The recipes and documentation will not be made public before the world final.

## RECIPES: SEND BEFORE 1 AUGUST 2026

To document your recipes for the jury and for publication on the Callebaut World Chocolate Masters website, we ask all finalists to use a word template. This template allows the jury to easily read and understand all recipes.

Fill in the recipe word-templates for the assignments SHARE, TASTE and BONBON. In case you prefer to write them in your local language, your local contact will make the translation into English.

## YOU STORYLINE, IMAGERY AND/OR VIDEO FOOTAGE: TO BE SEND BEFORE 1 AUGUST 2026

Check the Do's and Don'ts of each assignment in terms of required information and formats.

## ANY OTHER REQUESTED DOCUMENTATION: TO BE SEND BEFORE 1 AUGUST 2026

If you have created your own moulds, developed unique elements, or wish to highlight specific techniques or presentation methods used in any assignment, please provide supporting materials such as JPG images, short video clips, or a PDF if you have a fully developed document. Clearly document for the jury how your concepts and ideas were developed, emphasizing your personal role in shaping these ideas and bringing them to their final execution.

# TOOLS AND EQUIPMENT

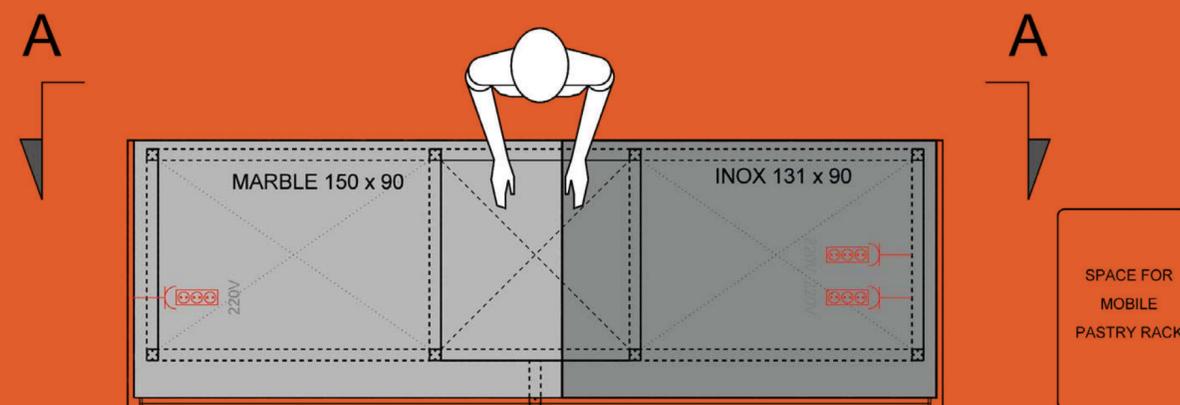
## WORKSTATION

Each contestant will have the following workspace:

### 1 WORK TABLE

- 1 marble, 150 cm x 90 cm
- 1 stainless steel work surface, 131 cm x 90 cm
- Below the work table: space to store material
- Next to the work table: space for a pastry rack, fit for 40 x 60 trays (rack and trays to be brought by contestant)

VIEW "AA" - WORKTABLE



C Banner - Front desk



## 2 STORAGE ROOM

- 1 storage room per contestant: each contestant has one secured and individual storage. The storage is only accessible during unloading/loading times and during competition time for the group of contestants active at that time. No contestants of the other group will be granted access in the storage during competition.
- During loading/unloading contestants need to respect the time schedules that will be handed out to them. Only during the time allocated, they will be granted access to the storage.

VIEW "AA" - STORAGE CANDIDATE



## 3 ELECTRICITY BOX

- Each contestant will have 1 electricity box with 5 electricity sockets in his/her work station. The electricity sockets are European type E, 220 V. (see picture)
- The type of sockets provided: CEE Type E with earth pin (ground pin).



- Fit for CEE Type E plugs: electrical plug with two 4.8 mm round pins spaced 19 mm apart and a hole for the socket's male earth pin (ground). The Type E plug has a rounded shape and the Type E socket has a round recess. Type E plugs are rated 16 amps.
- Power plug socket adapters need to be brought by the contestants if needed.

**In case you would want to bring in any extra tools and equipment, you can on specific conditions:**

- You have to send in a list of tools / equipment (before sep 1)
- You have to specify voltage/wattage of electrical appliances
- You need APPROVAL of that list

Per group of 10 finalists, this equipment is available and needs to be shared:

## 1 AUTOMATIC TEMPERING MACHINES SELMI COLOR

- 4 Selmi Color, filled with dark chocolate Callebaut, ref. Extra-Bitter Guayaquil (64 %)
- 3 Selmi Color, filled with milk chocolate Callebaut, ref. Lactée Supérieure (38,2 %)
- 3 Selmi Color, filled with white chocolate Callebaut, ref. Zéphyr (34 %)



## 2 REFRIGERATORS IRINOX CP NEXT

- 1 refrigerator to be shared per 3 contestants: names of the contestants will be on the refrigerators.
- Fit for trays 60 x 40 cm and 60 x 80 (trays to be brought by the contestant).
- Maximum amount of refrigerator space per contestant: 33% (number of trays depends on the height of items per contestant)
- These refrigerators can only be used during the competition time allocated to the contestant. Immediately after competition time, the refrigerators need to be emptied and cleaned to serve the next group of contestants.



### Tray Capacity

- Number of trays (600x800) pitch 35 mm 42
- Number of trays (600x800) pitch 52.5 mm 28
- Number of trays (600x400) pitch 35 mm 84
- Number of trays (600x400) pitch 52.5 mm 56

## 3 BLAST FREEZERS MF NEXT M

- 1 blast freezer to be shared per 3 contestants: names of the contestants will be on the freezers.
- Fit for trays 60 x 40 cm (trays to be brought by the contestant - no trays will be provided by the WCM organisation).
- The blast freezers can only be used during the competition time allocated to the contestant. Immediately after competition time, the freezers need to be emptied and cleaned to serve the next group of contestants.



### Yield per cycle

- (from +90°C to +3°C): 50 kg
- (from +90°C to -18°C): 50 kg

### Tray Capacity nr.

- Number of trays: 18 x GN1/1 o 600x400 (H= 20 mm)
- Number of trays: 12 x GN1/1 o 600x400 (H= 40 mm)
- Number of trays: 9 x GN1/1 o 600x400 (H= 65 mm)

## 4

### FRIDGE PROLINE TTR1100WH

- Every contestant will have 1 small fridge at his/her disposal in his/her individual storage.
- The same access rules apply as to the access of the individual storage: only during loading/unloading and during the allocated competition time.
- Technical info:
  - Contains small freezer compartment
  - Net capacity: refrigerator: 96 Liters / freezer: 16 Liters
  - Dimensions: 85.2 cm H x 54.5 cm W x 58.4 cm D
  - Power specs: works on 220-240V / 88W / 16A / 50 Hz



## 5

### COMBI OVEN RATIONAL 10GN 380V

- 164 cm H x 94 cm W x 90 cm D
- 1 oven will be available per 3 contestants for sharing.
- Oven will be positioned in the work station area, easily accessible to each contestant
- Fit for trays 60 x 40 cm: 1 tray per contestant will be provided by the WCM organization.
- The temperature will be set standard at 180°C. Contestants are responsible for controlling the oven temperature.
- Contestants are responsible for emptying and cleaning the oven immediately after competition time – ready to be used by contestants of the next group.



## 6

### HEATING CABINET PREFAMAC SLIDER

- 1 shared heating cabinet is at the disposal of all contestants.
- It can only be used by contestants during the allocated competition time.
- Contestants are responsible for emptying and cleaning the heating cabinet immediately after the competition time, and to leave it behind ready to be used by the next group of contestants.
- Technical info: [www.prefamac.com/en/non-industrial-heating-cabinets](http://www.prefamac.com/en/non-industrial-heating-cabinets)



#### Options

- Double heating cabinet.
- Cabinet with 2 hinged doors.
- Non-standard dimensions.
- Castors.
- Biblio system (2 pieces) per cabinet to stack 48 blocks of chocolate (each 24 pieces) as preheating (each biblio: height 600 mm, width 800 mm, depth 450 mm, weight 18,5 kg).

#### Dimensions

- Outside: Height from 730 till 880 mm, length 2000 mm, width 700 mm, 122 kg.
- Inside: Height 2 x 250 mm, length 1800 mm, width 520 mm.

## 7 SINK

- 1 small sink and water tap per contestant
- Positioned in the work station area.
- Tap with cold and hot water.

## 8 AREA FOR SPRAYING

- No dedicated area for spraying will be foreseen.
- Contestants are allowed to spray on their work station, using a screen to avoid hindering other contestants.
- The WCM organisation will provide the necessary material for protection and cleaning.

## 10 TABLE TOP MIXER KITCHENAID PROFESSIONAL

- 1 table top mixer per contestant
- 2 bowls (6,9 Liter) per contestant
- 2 stainless steel wire-whips per contestant
- Technical info: [www.kitchenaid.com](http://www.kitchenaid.com)



## 11 TABLE TOP CUTTER ROBOCOUPE R4 VV

- 1 table top cutter + cutter knife per contestant
- For grinding, mincing and kneading, as well as for making mousses, emulsions and smooth stuffings.
- Electrical data 230V/50Hz/1ph  
10 A – plug supplied
- Variable speed 300-3,500 rpm
- Dimensions (WxDxH) 226 x 304 x 460 mm
- 4.5-l stainless-steel cutter bowl with handle for better grip
- High heat- and shock-resistant see-through lid to monitor processing from start to finish



## 12 SMALL TOOLS AND UTENSILS

- Each contestant receives a toolbox containing the following work material: 10 Callebaut scrapers, 1 Callebaut Or Noir infrared thermometer, 1 box with 30 plastic piping bags Callebaut, 5 pairs of cotton gloves Callebaut, 5 Callebaut bowls 4,5 liter, 10 Callebaut bowl 2,5 liter, 10 Callebaut bowl 1 liter, 2 rubber spatula CB 35cm, 6 Mona Lisa coolsprays, 2 black aprons

## 13 CHEFS APPAREL

- Each contestant will also receive the following apparel to be worn at all times during the competition : 2 aprons, 3 black chef jackets
- It is not allowed to remove or hide the logos of supporting brand and/or sponsor brands on the apparel items.
- Every contestant needs to bring own workig pants, preferably black.

## 14 BASE FOR ASSIGNMENT DESIGN

- Will be provided by the organizing committee at the World Final.
- Details see pages 33 & 34.

# THE JURY AND EVALUATION

## THEIR ROLE

- The Jury President overlooks the fair play of the competition, both from the contestants' side and the jury's side.
- The Jury President oversees the overall fairness and progression of the competition, and s/he is supported by two experts. One expert focuses on the contestants' artistic performance, while the other evaluates their taste and sensory performance. Each expert ensures fair conduct within their respective domain. They coordinate closely with one another and report directly to the Jury President. Together, they may intervene at any point during the competition to uphold the fairness and integrity of the competition.
- Neither the Jury president, nor the experts can give scores, yet they can challenge the scores given by the jury members and ask jury members to review or re-assess if necessary.
- The Jury President and the experts moderate in case of discussions or irregularities and have the right to make the final decision.

## JURY MEMBERS PARTICIPATING IN THE WORLD FINAL

- All jury members are leading experts in gastronomy – mostly working as head chef or consultant in a pastry or confectionery company, or in hospitality.

- All scores given are monitored by the Jury president and the two experts. They have the right to ask a jury member to justify his/her score – and to review/re-asses in case of irregularities.
- Prior to the start of the world final, all jury members receive a full, in-depth briefing on how to evaluate the performance of the contestants. Per assignment, they receive a clear list of criteria to be scored during their assessment.

The contestant who obtains the highest total score will be awarded the title of "Callebaut World Chocolate Master 2026" and wins an attractive prize package. Second and third place winners will also be announced based on 2nd highest and 3d highest scores respectively.

# GENERAL CONDITIONS



## 1. CONDITIONS FOR ADMISSION TO THE FINAL

### 1.1 Nationality

Applicants must have the nationality of the country where they apply, or have resided and worked there officially for a minimum of two years. When requested, they should provide the official documents of residence.

### 1.2 Age

Contestants must have the legal age of at least 21 years by the time of the World Final.

### 1.3 Performance in national selection

Contestants must have been awarded the title of 'Callebaut National Chocolate Master' during the local National or Regional preselections of the Callebaut World Chocolate Masters to participate in the world final. Only when the 'Callebaut National Chocolate Master' is withdrawing from participation in the World Final, the WCM organisation may decide to allow the runner-up from the national or regional selection to participate in the World Final.

### 1.4 Use of the titles CALLEBAUT WORLD CHOCOLATE MASTER / CALLEBAUT NATIONAL CHOCOLATE MASTER

After winning the national selection in the country or region the contestant represents, every finalist is allowed to use the title 'CALLEBAUT NATIONAL CHOCOLATE MASTER', e.g. Callebaut Japanese Chocolate Master.

Only the winner of the World Final is allowed to use the title Callebaut World Chocolate Master.

In both cases, the use of the title requires compliance with the ethical code of conduct stipulated in this document. In case of violations against this code of conduct, the Callebaut World Chocolate Masters is entitled to ask the finalist to refrain from using the title and to delete any public expressions of the use of the title, including social media channels owned and/or managed by the finalist, his/her employer or brands to whom the finalist is connected. The finalist can also be held liable for any damage to the Callebaut World Chocolate Masters, the supporting brands and/or sponsors resulting from violations against the ethical code of conduct.

### 1.5 Ethical code of conduct

We expect every contestant to be respectful towards other contestants, sponsors, jury members, organising committee, audience and anyone connected with or cooperating in the competition. We will not tolerate any expressions of racism, disrespect or discrimination, neither will we

tolerate beliefs that would hurt, harm or do damage to communities and minorities around the world. Contestants who violate these rules before, during or after the competition on any public channels such as social media, websites, etc, will be excluded immediately from the competition and/or will be asked to hand in any achieved title and remove any mention of the Callebaut World Chocolate Masters from these channels. In cases of breaches of this code of conduct, Barry Callebaut – organiser of the Callebaut World Chocolate Masters – will take legal action to see these removals take place.

### 1.6 Fraud, abuse or unpermitted practices

In case a contestant is caught in any actions related to fraud, abuse or unpermitted practices in the competition and/or activities related to the competition, immediate exclusion from the competition and a penalty fee of up to €10.000 can be charged.

In case of misinformation or in case of application with incorrect or incomplete information, the WCM Committee has the right to exclude the contestant from the World Final and/or the Callebaut World Chocolate Masters competition.

## 2. CANCELLATION OF PARTICIPATION

### 2.1 Withdrawal from competition

Withdrawal from the competition final can be done up to 6 months before the final in writing.

### 2.2 Penalty

When withdrawal happens later than 6 months before the final, a penalty fee of up to €10.000 can be charged.

### 2.3 National runner-up

In case of withdrawal or exclusion, the national runner-up can be contacted under approval of the WCM organisation to replace the withdrawing finalist.

## 3. INTELLECTUAL PROPERTY

### 3.1 Recipes and creations presented by contestants

Each contestant grants the Callebaut World Chocolate Masters and Callebaut a worldwide, royalty-free, perpetual and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the recipe in any form, manner or media without further compensation.

### 3.2 Chef's profile

Each contestant consents to the publication and/or use of his/her name, city/province of residence, photograph, video image in any form, manner or media without further compensation.

## 4. SPONSORS AND ORGANIZING BRANDS

### 4.1 Brands & products

All contestants must use the imposed brands and products listed during the competition.

No products from competing brands are allowed.

### 4.2 Respect

Contestants must give proof of respectful behaviour towards sponsors and the organising brand Callebaut and the sponsors of the competition in all official statements and expressions of the contestant.

In case of disrespect and aberrant behavior, the contestant can be disqualified from the competition and charged a penalty of €3000.

## 5. INGREDIENTS

### 5.1 Use of ingredients

Only legally allowed food ingredients in the EU (e.g. no marihuana, prohibited spices ...).

### 5.2 Food Safety

Compliance with European standards of food safety and HACCP. This the full responsibility of the contestant.

### 5.3 Equipment & material

Equipment and material brought by the contestants on the competition site is under the contestant's responsibility. The Callebaut World Chocolate Masters organizing committee cannot be held responsible for any loss, breakage or stolen equipment during the whole competition period. Contestants should send a list of equipment they intend to bring to the competition to their local contact for approval.

### 5.4 Incompliance

Any incompliance with these rules results in immediate disqualification of the contestant. In case incompliance is noticed after the competition then the jury will hold the right to revise its results.

## 6. LIVESTREAM, PUBLICATION AND PROMOTION

Each contestant agrees to the publication, reproduction and/or other use of his/her name, voice, statements about the competition and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of Callebaut in any manner whatsoever, including print, broadcast or the internet.

## 7. MAKING OF THE CREATIONS

- Each contestant will prepare his or her creations on site at the competition venue in front of the jury, except for specific items listed in the Rules and Regulations document – cfr the detailed information described for each assignment.
- Each contestant will work alone during the competition. This is an individual competition and contestants will only be allowed to have help for the loading and unloading of their material and for the transportation of their showpieces, once created inside the competition venue. Contestants are not allowed to have assistants to help in washing utensils during the competition.
- A complete list of materials and equipment is included in this document.
- Chocolate cannot be brought by the contestants but must be ordered through the WCM organisation six weeks prior to the competition date. Contestants must use the attached form to order their chocolate, a maximum of 5 kg per reference.
- Standard chocolate references of dark, milk and white in tempering machines, will be available during the competition.
- The local WCM organisation will supply you with official WCM chef's jackets that must be worn at all times during the competition and at the prize award ceremony.

## 8. DATE AND LOCATION FOR THE INTERNATIONAL COMPETITIONS

- The Callebaut World Chocolate Masters world final in Antwerp will take place from October 26–27, 2026.
- It will take place in the Handelsbeurs in Antwerp.
- The WCM organisation will take all measures necessary to grant safe and unhindered working by all contestants during the final. The committee cannot be held responsible for any actions taken by the audience that would in any way harm the work of the contestant.

## 9. TIME SCHEDULE AND WORKSPACE

- The finale takes two days to complete and is organized in two rounds:  
26 October - round 1 for all finalists  
27 October - round 2 for 8 of the finalists with the highest score
- This year we will work with an elimination round at the end of round 1/day 1.
- Contestants need to prepare for all 2 rounds in the final.
- Contestants are required to be present during the 2 days of competition including proclamation.
- All contestants manage their working time yet need to present their creations to the jury in time according to the individual time schedules. The individual time schedules will be communicated by the April bootcamp 2026.
- During Round 1 (the first day) of the competition, contestants are allowed to also prepare the following assignments due in Round 2 of the competition;
  - TASTE
  - SHARE
- In case of any deviation of the time schedule during the competition, the WCM organisation will communicate this with all contestants involved and find a common solution that is acceptable to all. In case of dispute, the jury presidents have the authority to take the final decision.

## 10. AWARDS

- The contestant who obtains the highest total score in the final will be awarded title of "Callebaut World Chocolate Master".
- The top 3 winners in the Callebaut World Chocolate Masters world final will receive an attractive prize package consisting of:

### 1st place – Callebaut World Chocolate Master

- 10 000€
- A creative session with the Callebaut chefs team.
- More prizes to be confirmed in September 2026.

### 2nd place

- €5000
- More prizes to be confirmed in September 2026.

### 3rd place

- €2500
- More prizes to be confirmed in September 2026.

The assignments and competition rules for the Callebaut World Chocolate Masters world final are published in December 2025 to guarantee that all finalists can start on an equal base – giving them the same time to prepare for the final.

- Second- and third-place winners will also be announced.
- The complete jury will taste and evaluate all creations based on the criteria described in the competition rules. Based on their professional judgement, they will award the best creation in each category:
  - YOU
  - BONBON
  - DESIGN
  - TASTE
  - SHARE

## 11. GENERAL CONDITIONS

- If the competition rules are not followed for a certain creation, the jury may disqualify that creation from the contestant's final score.
- The jury's decision is final and not open to discussion or dispute.
- The WCM organisation may change or adapt the rules and modify or cancel the competition at any time as necessary and undertakes to notify all registered contestants of such changes immediately.
- Printing, spelling or any other errors cannot be used against the WCM organisation of the world final for the Callebaut World Chocolate Masters. The English version of the rules remains the official reference of the binding rules of the National Selections for the Callebaut World Chocolate Masters.
- By participating in the International Selections for the Callebaut World Chocolate Masters, each contestant automatically gives the WCM organisation, and the organizing brand Callebaut the right to publish his or her name, location of work, pictures, quotes and audio-visual material depicting the contestants and/or the contestant's work as well as to identify him or her as a contestant in the competition.



# INNOVATIONS & TRENDS



# THE 3 BIG IDEAS

## CONNECTED TASTE

In response to rising feelings of loneliness and disconnection, food will be used to create and strengthen social and cultural bonds to forge a deep sense of togetherness.



## FUN-CTIONAL TASTE

Wellness is now many consumers' top priority, but the focus has shifted from restricting diets to adding and enhancing health while prioritising pleasure.

## EXTRAORDINARY TASTE

As consumers crave unexpected and out-of-the-ordinary experiences to liven up their day, food and drink is taking on dialled-up flavours, textures, effects and interactions.



# TASTEFUL SUPPORT

## GLAZING



Brillance Noire

## TEXTURES



Pralin Feuilletine™



Cara Crakine™



Pailleté Feuilletine™

## PURE COCOA PRODUCTS



Grand Caraque



Cacao Nibs



Deodorized  
Cocoa Butter



## NUT-BASED PRODUCTS

### PURE PASTES



Pure pâte Amandes



Pure pâte Noisettes

### GIANDUJAS



Gianduja Plaisir Lait



Gianduja Noir

## PURE COCOA PRODUCTS



Praliné Amandes



Praliné Amandes  
Noisettes



Praliné Héritage  
Amandes Noisettes



Praliné Noisettes  
Piémont



Praliné Amandes  
Valencia

**FROM NATURAL ORIGIN: POWER FLOWERS**



**™POWER FLOWERS RED E-FREE**    **™POWER FLOWERS YELLOW E-FREE**    **™POWER FLOWERS BLUE E-FREE**



**™POWER FLOWERS DISCOVERY BOX FROM NATURAL ORIGIN**    **™POWER FLOWERS DISCOVERY BOX CLASSIC**

**NON AZO CREATIVE COLOUR POWDERS**



**NEW!**  
CREATIVE GOLD POWDER    COPPER NON AZO    SCARLET E-FREE COLOR

**E-FREE / NON AZO COLOURED COCOA BUTTERS**



**RED E-FREE / NON AZO**    **ORANGE E-FREE / NON AZO**    **YELLOW E-FREE / NON AZO**    **PINK E-FREE / NON AZO**    **PURPLE E-FREE / NON AZO**    **BLUE E-FREE / NON AZO**    **GREEN E-FREE / NON AZO**    **BROWN E-FREE / NON AZO**    **BLACK E-FREE / NON AZO**    **WHITE E-FREE / NON AZO**

**E-FREE / NON AZO COLOURING FOOD POWDERS**



**RED E-FREE NON AZO**    **ORANGE E-FREE NON AZO**    **YELLOW E-FREE NON AZO**    **BLUE E-FREE NON AZO**    **GREEN E-FREE NON AZO**

**NON AZO COLOURED TRUFFLE POWDERS**



**PINK NON AZO**    **YELLOW NON AZO**    **GREEN NON AZO**

**FLAKES**



**PURE GOLD**

**CHOCO COOL COOLING SPRAY**



The available products may differ from country to country. Your local WCM organisation will provide you with the list of available brands and options.

SINGLE  
ORIGIN



CALLEBAUT®

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WOM

SIGNATURE COLLECTION

# ZESTINA TANZANIA

<b>75%</b>	min. Cocoa Solids	<b>46%</b>	Fat
<b>THIN FLUIDITY</b>			
<b>APPLICATIONS</b>			
 Tablet		 Confectionery	 Biscuits
<b>TASTE PROFILE</b>		Sweet-and-Sour with Vibrant Fruity and Burned Caramel Notes	
<b>AVAILABLE SIZES</b>		1 kg	<b>SHELF LIFE</b> 24 months

ZESTINA  
TANZANIA  
75%

OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.

WOM

FOR CHEFS WHO...

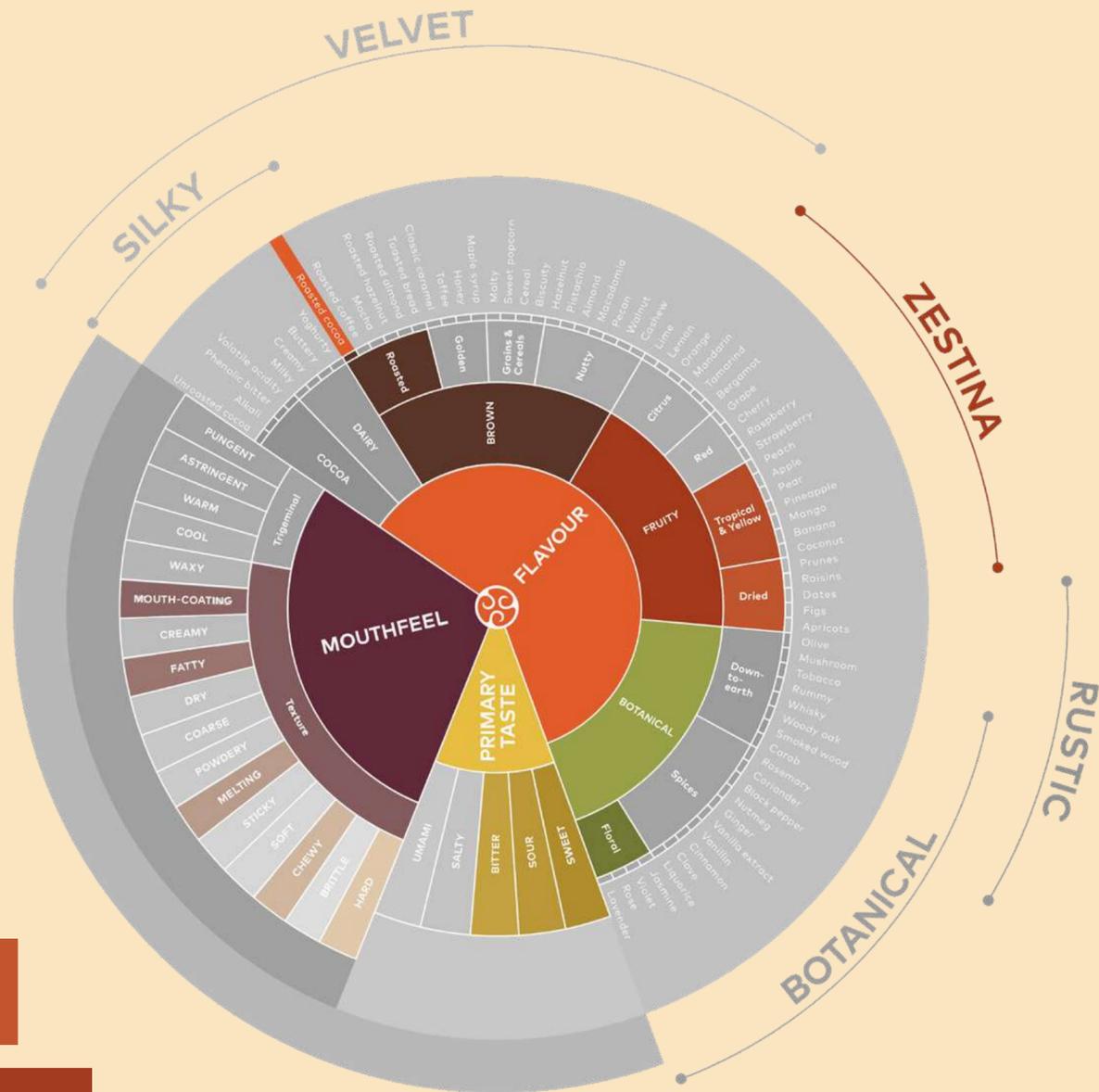
are looking for a chocolate that reflects its origin,  
craftsmanship, and balance, and offers depth in  
every bite.

### LOW ROASTING™

Roasting cocoa beans is an essential step in  
chocolate production, as it develops a specific  
aromatic profile.

**Callebaut's Low Roasting™** technique is a  
roasting method that **allows flavours to develop  
gradually while preserving delicate notes.** With  
this technique, we not only lower the roasting  
temperature but also reduce the beans' exposure  
to heat by 50%. This way, we ensure the  
preservation of the cocoa's precise and subtle  
aromas.

The result? **Complex and nuanced flavours.**

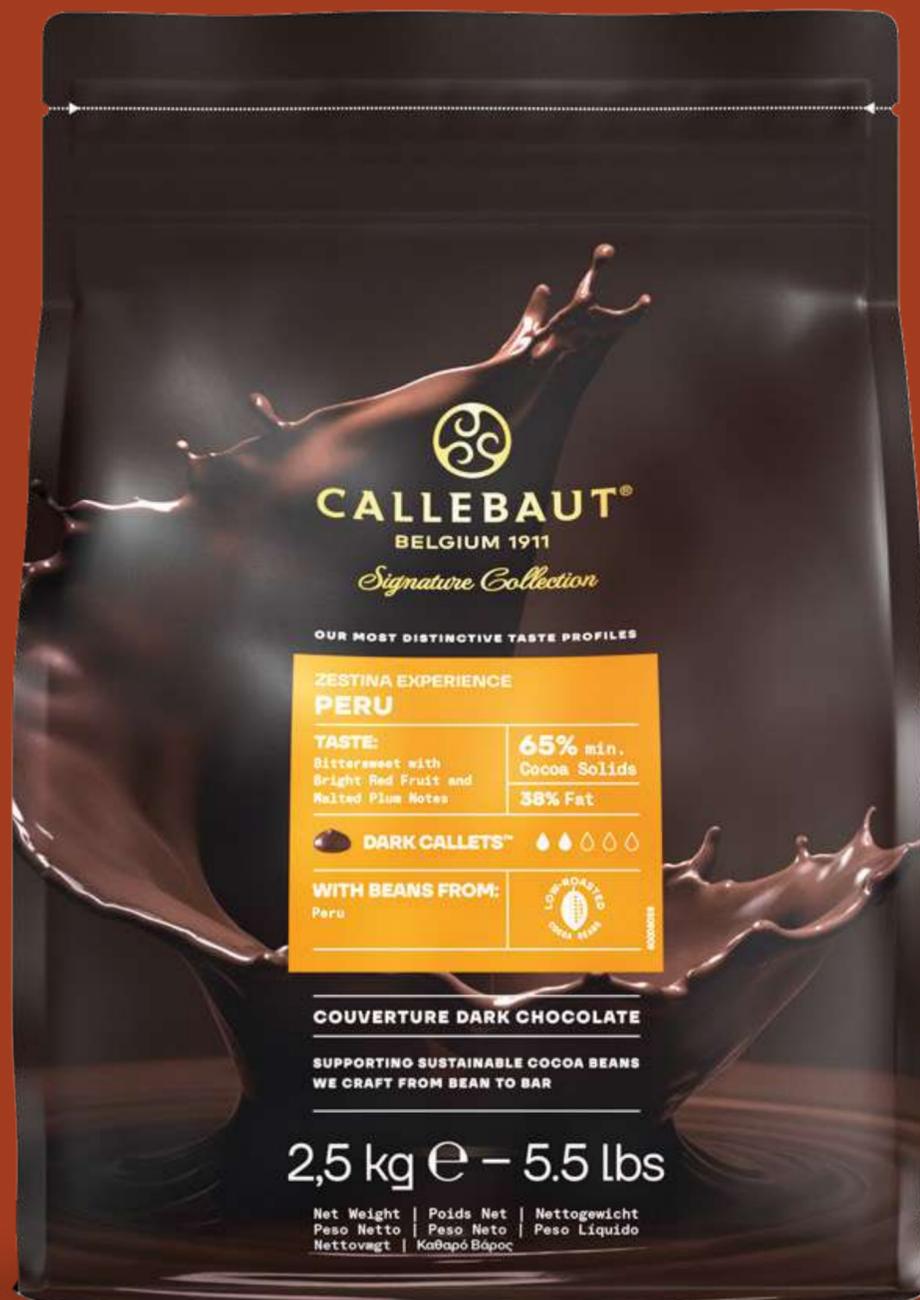


- Floral
- Dried fruits
- Tropical & Yellow fruits
- Roasted cocoa



  
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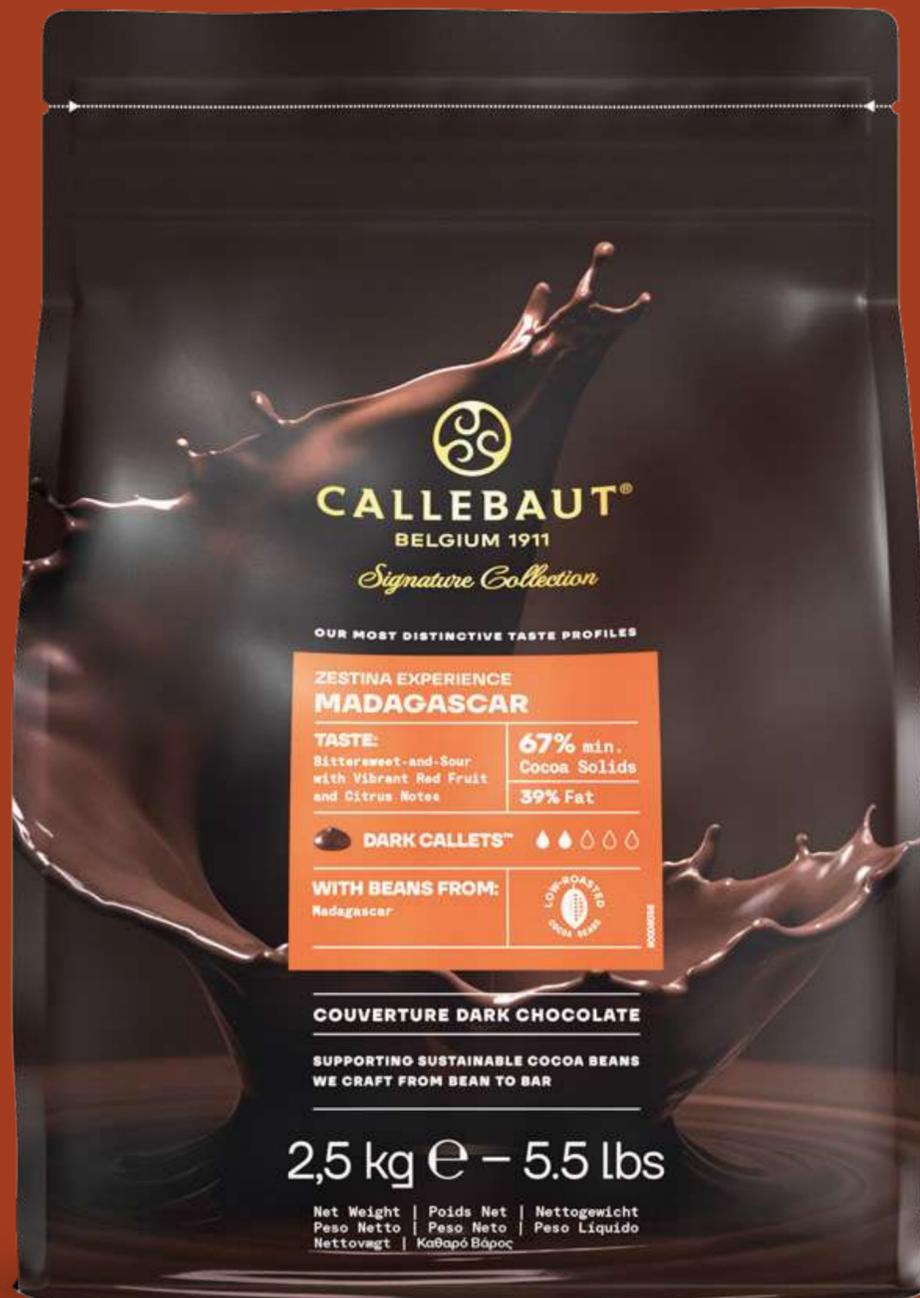
SIGNATURE COLLECTION

# ZESTINA PERU

<b>65%</b> min. Cocoa Solids		<b>38%</b> Fat		
<b>THICK FLUIDITY</b>				
<b>APPLICATIONS</b>	 Tablet	 Macarons	 Creams & Mousses	 Ice Creams
<b>TASTE PROFILE</b>	Bittersweet with Bright Red Fruit and Malted Plum Notes			
<b>AVAILABLE SIZES</b>	1 kg • 2,5 kg • 10 kg	<b>SHELF LIFE</b>	24 months	



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SIGNATURE COLLECTION  
**ZESTINA  
MADAGASCAR**

67%

min. Cocoa Solids

39%  
Fat

THICK FLUIDITY



APPLICATIONS



Confectionery



Macarons



Creams & Mousses



Ice Creams

TASTE PROFILE

Bittersweet-and-Sour with Vibrant Red Fruit and Citrus Notes

AVAILABLE SIZES

1 kg • 2,5 kg • 10 kg

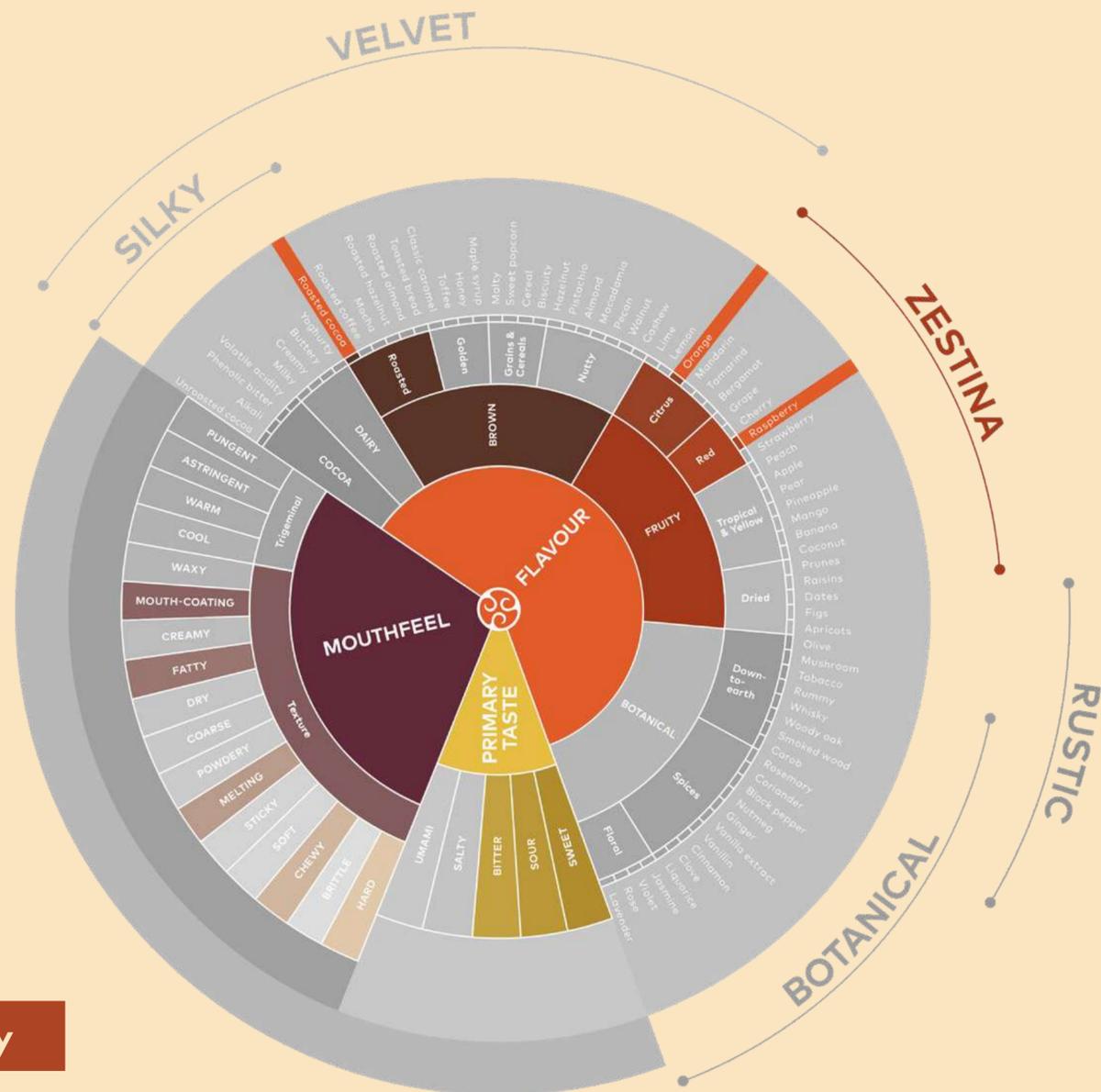
SHELF LIFE

24 months

ZESTINA  
MADAGASCAR  
67%

OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.

WOM



FOR CHEFS WHO...

are looking for a chocolate that celebrates  
freshness and acidity.

### LOW ROASTING™

Roasting cocoa beans is an essential step in  
chocolate production, as it develops a specific  
aromatic profile.

**Callebaut's Low Roasting™** technique is a  
roasting method that **allows flavours to develop  
gradually while preserving delicate notes.** With  
this technique, we not only lower the roasting  
temperature but also reduce the beans' exposure  
to heat by 50%. This way, we ensure the  
preservation of the cocoa's precise and subtle  
aromas.

The result? **Complex and nuanced flavours.**

Raspberry

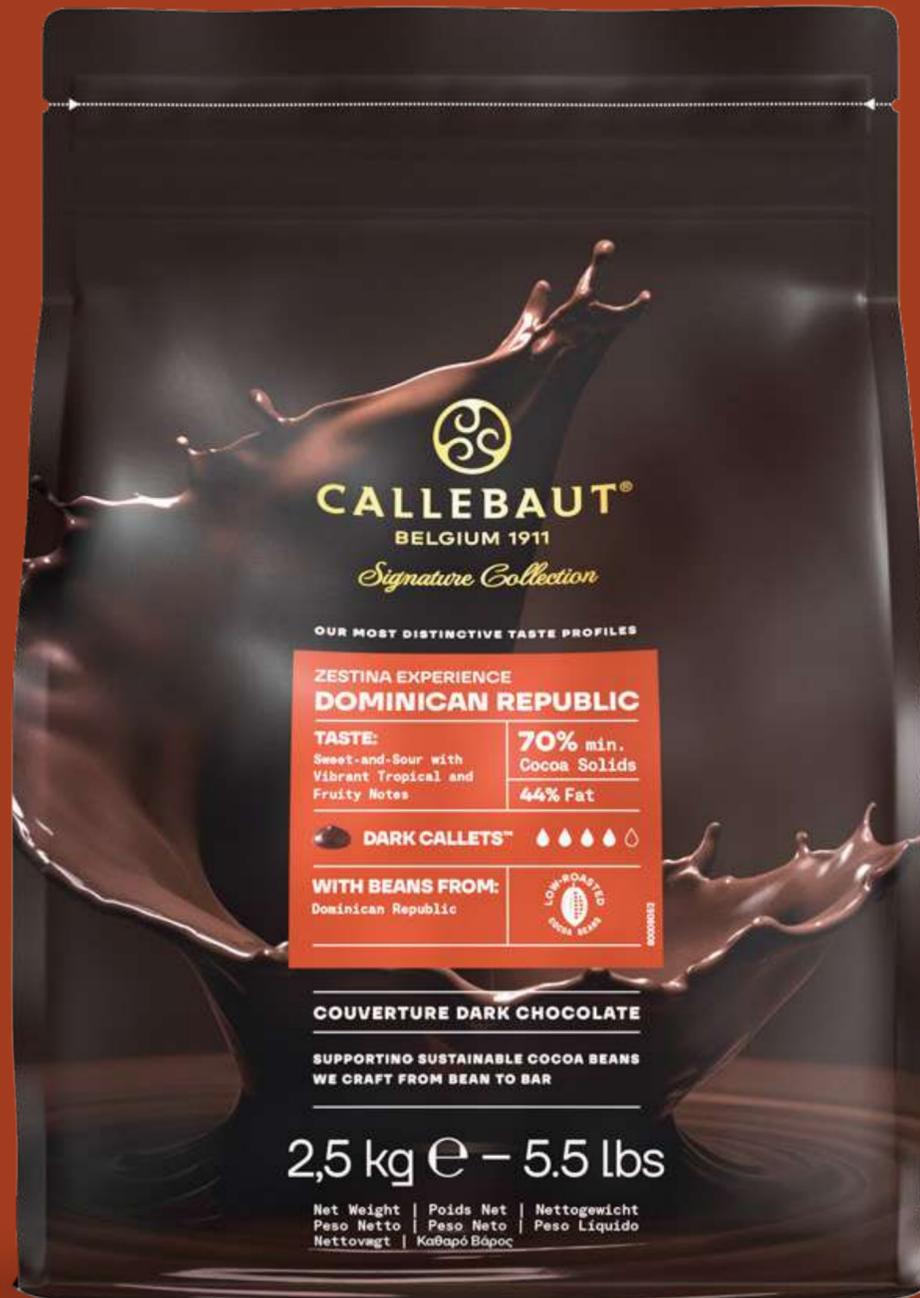
Orange

Roasted  
cocoa



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SIGNATURE COLLECTION

# ZESTINA DOMINICAN REPUBLIC

70% min. Cocoa Solids

44% Fat

THIN FLUIDITY



APPLICATIONS



Glazing



Biscuits



Creams & Mousses



Cake

TASTE PROFILE

Sweet-and-Sour with Vibrant Tropical and Fruity Notes

AVAILABLE SIZES

1 kg • 2,5 kg • 10 kg

SHELF LIFE

24 months

ZESTINA  
DOMINICAN  
REPUBLIC 70%

OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.



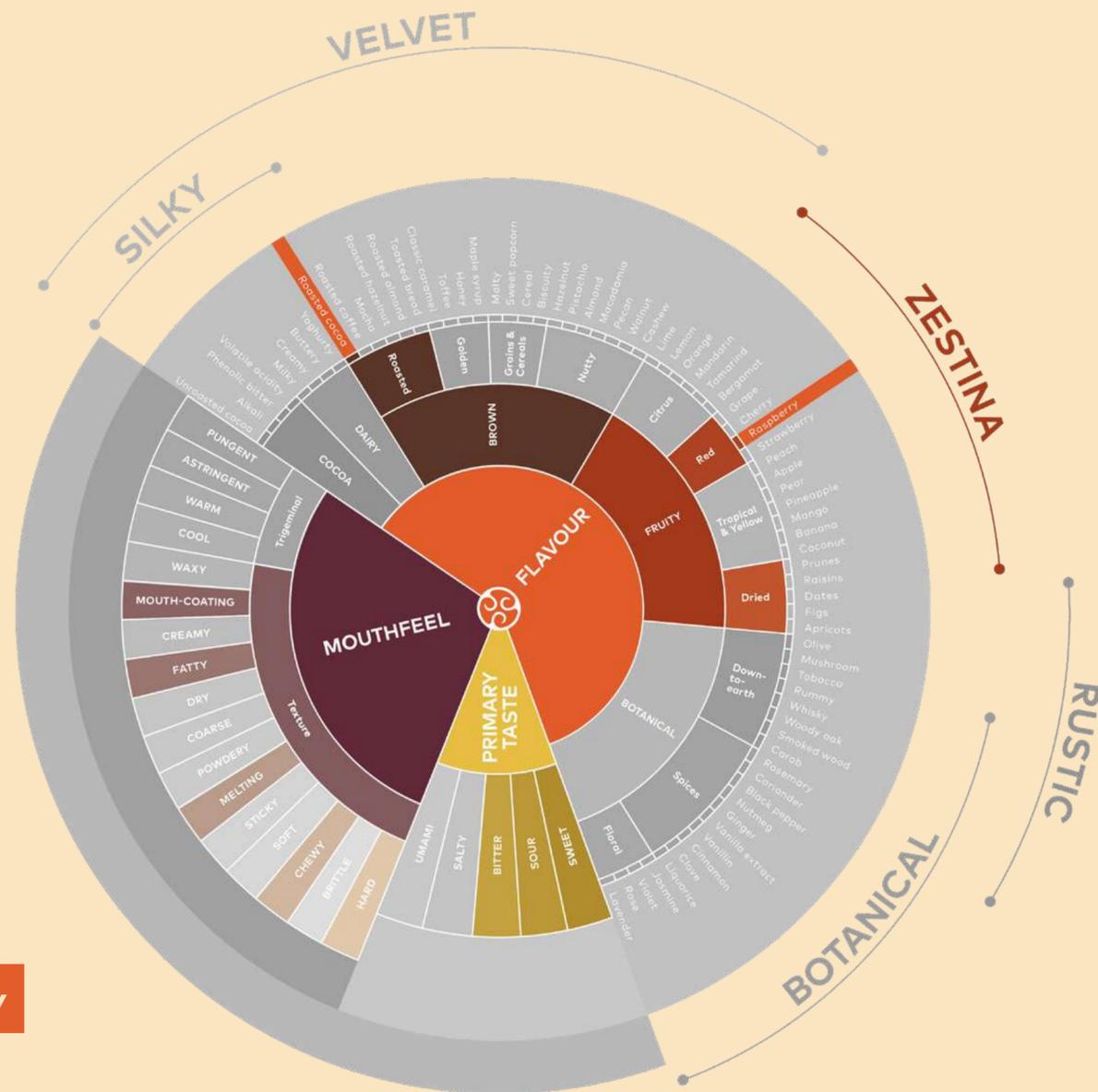
FOR CHEFS WHO...  
seek depth, purity, and aromatic complexity.

### LOW ROASTING™

Roasting cocoa beans is an essential step in chocolate production, as it develops a specific aromatic profile.

**Callebaut's Low Roasting™** technique is a roasting method that **allows flavours to develop gradually while preserving delicate notes.** With this technique, we not only lower the roasting temperature but also reduce the beans' exposure to heat by 50%. This way, we ensure the preservation of the cocoa's precise and subtle aromas.

The result? **Complex and nuanced flavours.**



Raspberry

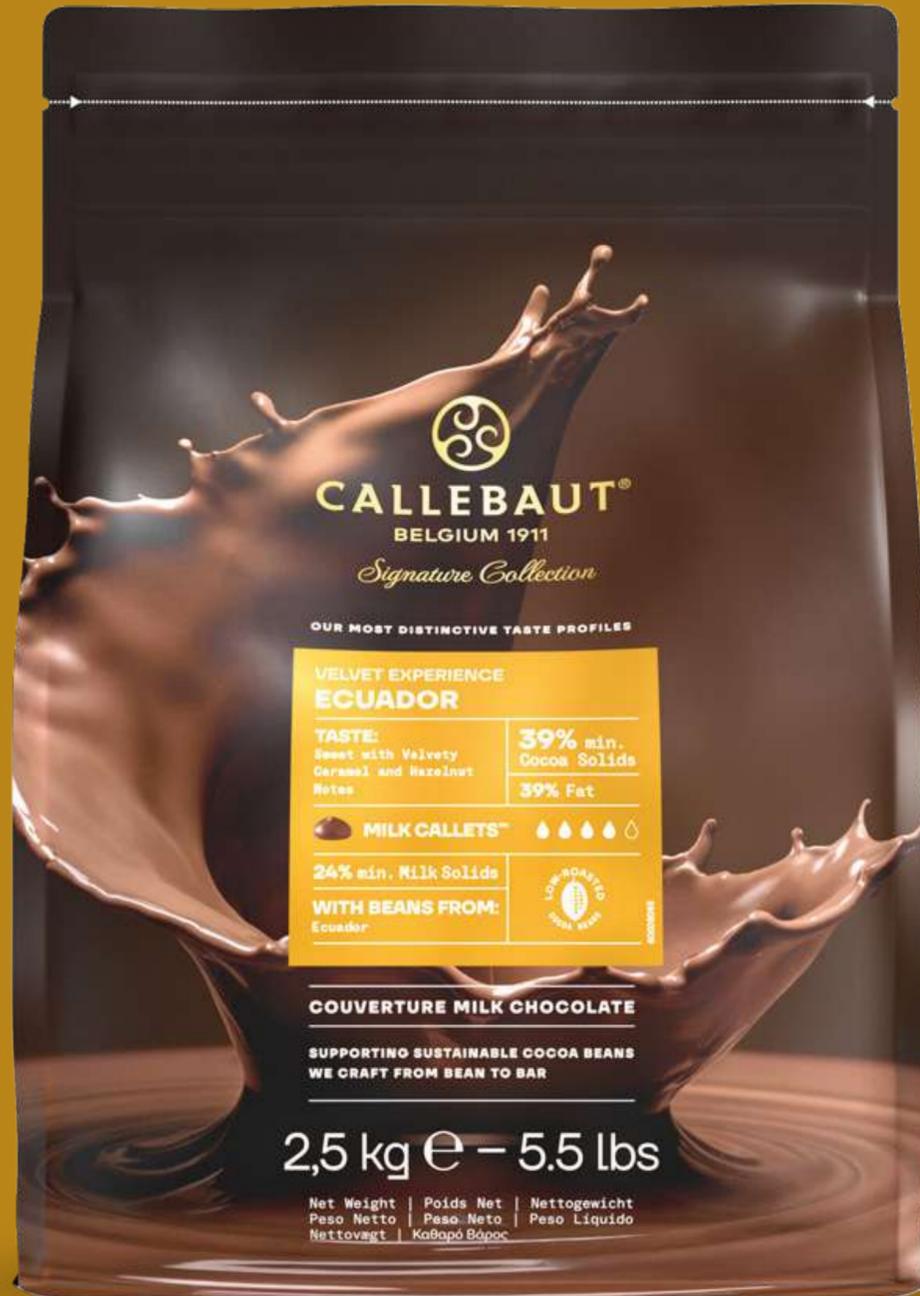
Dried  
fruits

Roasted  
cocoa



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# SINGLE ORIGIN



**CALLEBAUT®**

BELGIUM 1911

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SIGNATURE COLLECTION

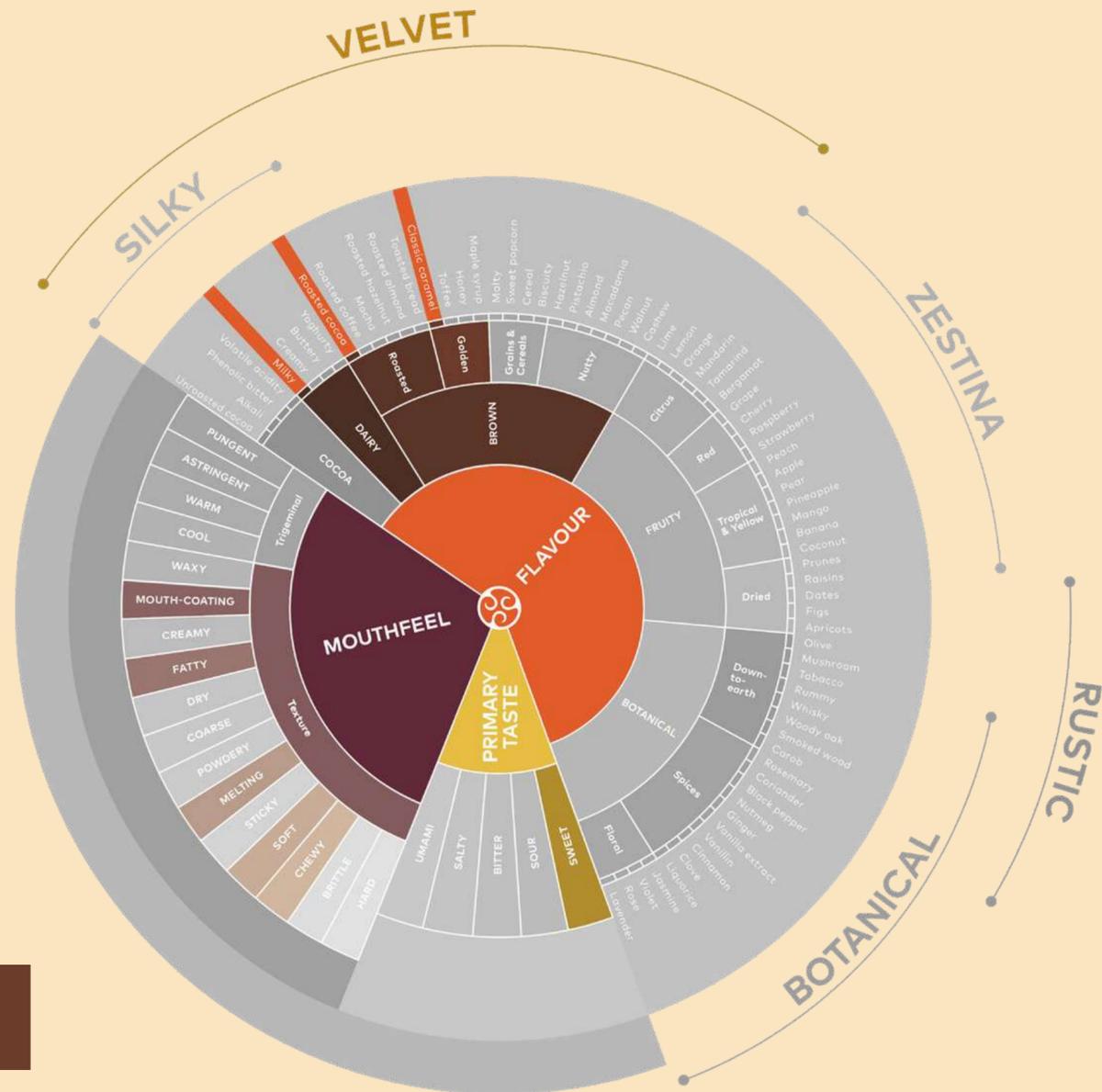
# VELVET ECUADOR

<b>39%</b>	min. Cocoa Solids	<b>39%</b>	Fat
<b>VERY THIN FLUIDITY</b>			
<b>APPLICATIONS</b>			
<p>Tablet</p>		<p>Creams &amp; Mousses</p>	
		<p>Biscuits</p>	
		<p>Macarons</p>	
<b>TASTE PROFILE</b>		Sweet with Velvety Caramel And Hazelnut Notes	
<b>AVAILABLE SIZES</b>		1 kg • 2,5 kg • 10 kg	<b>SHELF LIFE</b> 18 months

VELVET  
ECUADOR  
39%

OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.

WOM



FOR CHEFS WHO...

are looking for the perfect chocolate for ganache, mousse, and premium confectionery, where richness and smoothness are essential.

### LOW ROASTING™

Roasting cocoa beans is an essential step in chocolate production, as it develops a specific aromatic profile.

**Callebaut's Low Roasting™** technique is a roasting method that **allows flavours to develop gradually while preserving delicate notes.** With this technique, we not only lower the roasting temperature but also reduce the beans' exposure to heat by 50%. This way, we ensure the preservation of the cocoa's precise and subtle aromas.

The result? **Complex and nuanced flavours.**

Classic  
caramel

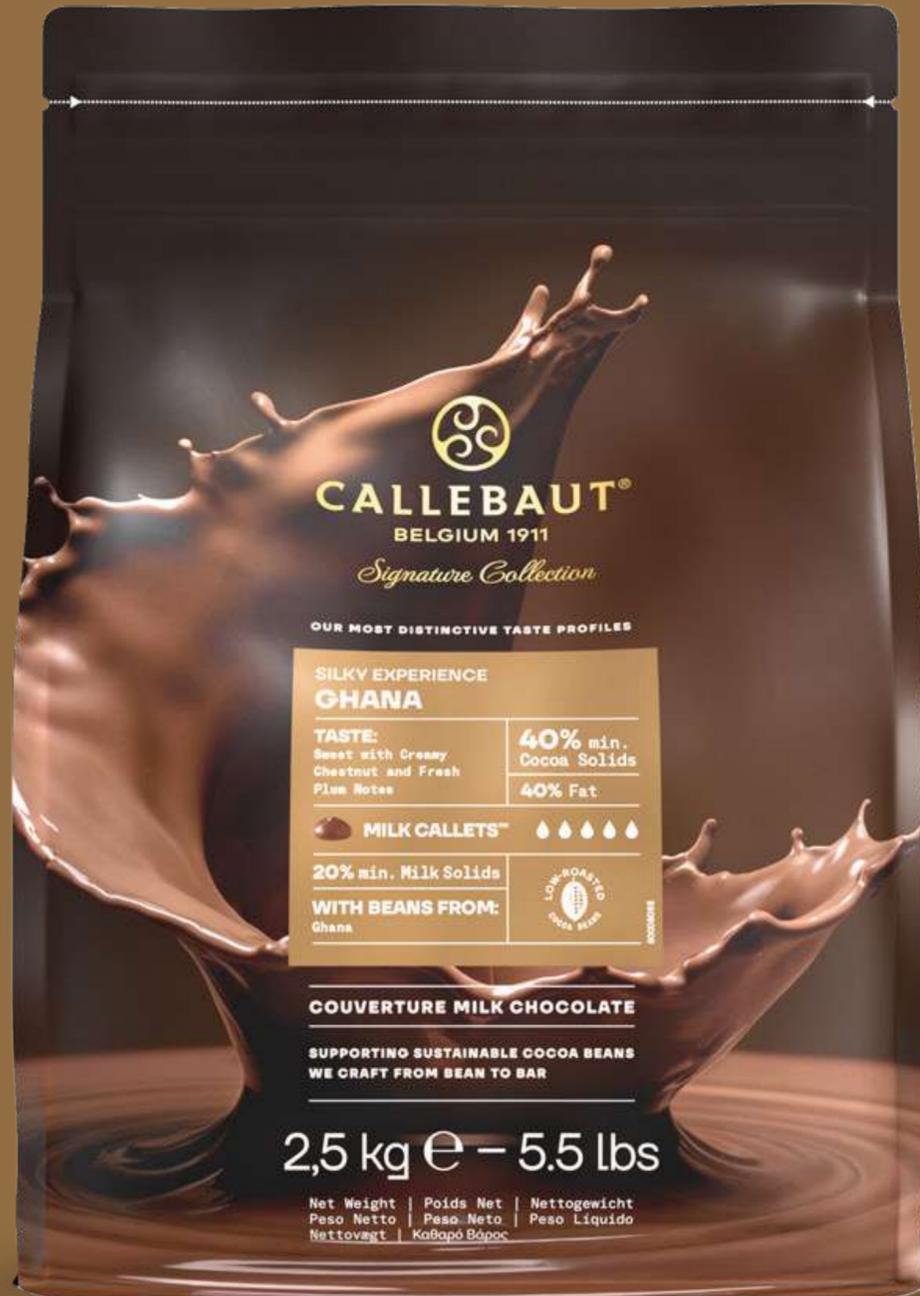
Milky

Roasted  
cocoa



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SIGNATURE COLLECTION

**SILKY  
GHANA**

<b>40%</b>	min. Cocoa Solids	<b>40%</b>	Fat
<b>VERY THIN FLUIDITY</b>			
<b>APPLICATIONS</b>			
<p>Confectionery</p>		<p>Macarons</p>	
		<p>Creams &amp; Mousses</p>	
		<p>Ice Creams</p>	
<b>TASTE PROFILE</b>		Sweet with Creamy Chestnut and Fresh Plum Notes	
<b>AVAILABLE SIZES</b>		1 kg • 2,5 kg • 10 kg	<b>SHELF LIFE</b> 18 months

SILKY  
GHANA  
40%

OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.

WOM

FOR CHEFS WHO...

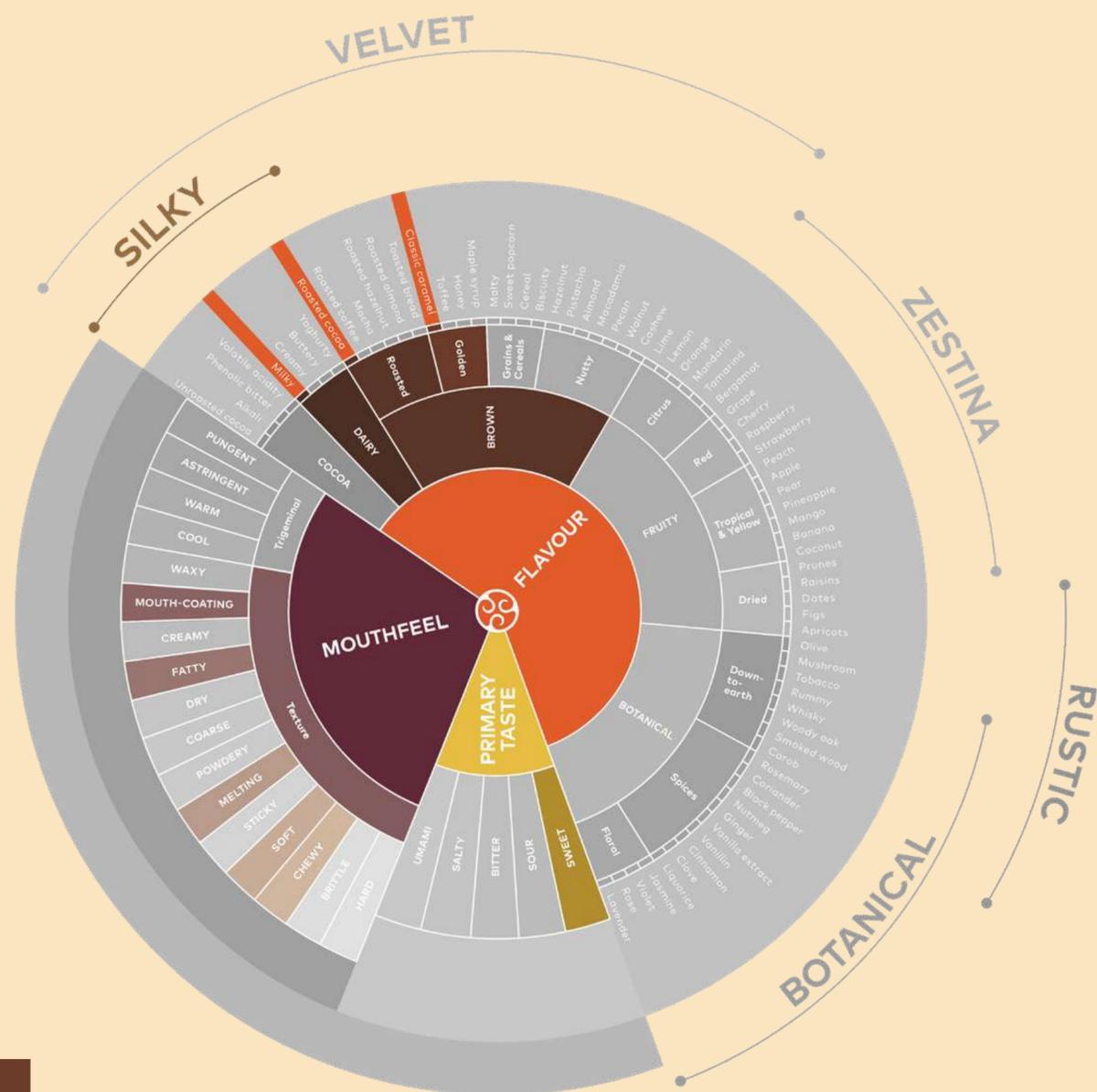
are looking for the ideal chocolate for premium  
desserts, fillings, and confectionery.

### LOW ROASTING™

Roasting cocoa beans is an essential step in  
chocolate production, as it develops a specific  
aromatic profile.

**Callebaut's Low Roasting™** technique is a  
roasting method that **allows flavours to develop  
gradually while preserving delicate notes.** With  
this technique, we not only lower the roasting  
temperature but also reduce the beans' exposure  
to heat by 50%. This way, we ensure the  
preservation of the cocoa's precise and subtle  
aromas.

The result? **Complex and nuanced flavours.**



Milky

Classic  
caramel

Roasted  
cocoa



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# SINGLE ORIGIN



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BELGIUM 1911

WOM

SIGNATURE COLLECTION

# RUSTIC SÃO TOMÉ



<b>70%</b>	min. Cocoa Solids	<b>42%</b>	Fat
<b>MEDIUM FLUIDITY</b>			
<b>APPLICATIONS</b>			
<p>Tablet</p>		<p>Confectionery</p>	
		<p>Creams &amp; Mousses</p>	
		<p>Ice Creams</p>	
<b>TASTE PROFILE</b>		Sweet with Creamy Chestnut and Fresh Plum Notes	
<b>AVAILABLE SIZES</b>		1 kg	<b>SHELF LIFE</b> 24 months

RUSTIC  
SÃO THOMÉ  
70%

OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.

WOM

FOR CHEFS WHO...

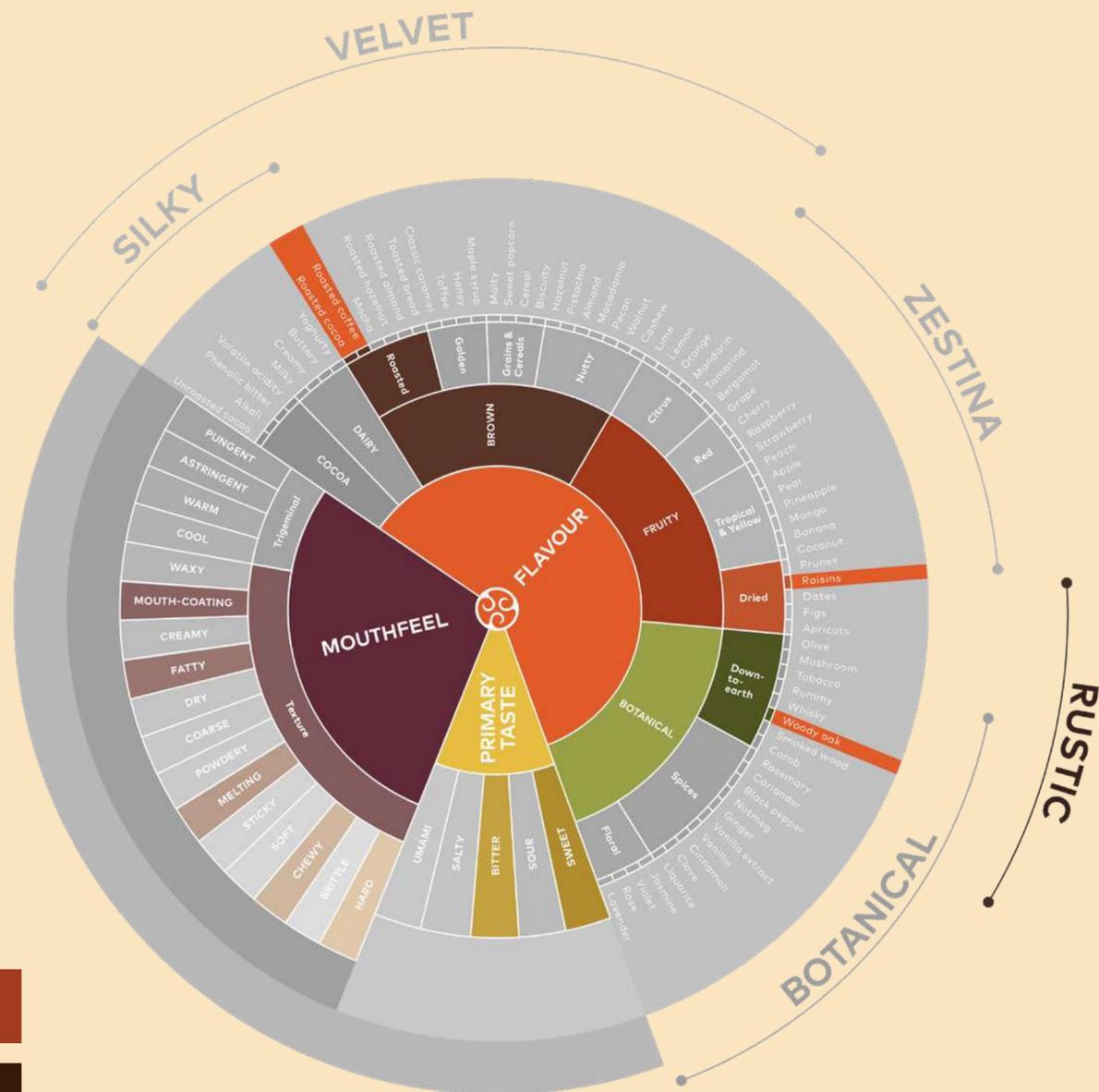
are looking for depth without overwhelming  
bitterness.

### LOW ROASTING™

Roasting cocoa beans is an essential step in  
chocolate production, as it develops a specific  
aromatic profile.

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this technique, we not only lower the roasting  
temperature but also reduce the beans' exposure  
to heat by 50%. This way, we ensure the  
preservation of the cocoa's precise and subtle  
aromas.

The result? **Complex and nuanced flavours.**



Woody  
oak

Raisins

Roasted  
coffee

Roasted  
cocoa



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# SINGLE ORIGIN



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SIGNATURE COLLECTION

# RUSTIC PHILIPPINES

<b>68%</b>	min. Cocoa Solids	<b>41%</b>	Fat
<b>MEDIUM FLUIDITY</b>			
<b>APPLICATIONS</b>	<p>Creams &amp; Mousses</p>	<p>Confectionery</p>	<p>Cake</p>
		<p>Ice Creams</p>	
<b>TASTE PROFILE</b>	Bittersweet with Rich Dried Fruit And Rummy Fig Notes		
<b>AVAILABLE SIZES</b>	1 kg	<b>SHELF LIFE</b>	24 months

RUSTIC PHILIPPINES 68%

OUR MOST DISTINCTIVE TASTE PROFILES. WE CRAFT FROM BEAN TO BAR. SUPPORTING SUSTAINABLE COCOA BEANS.

WOM

FOR CHEFS WHO...

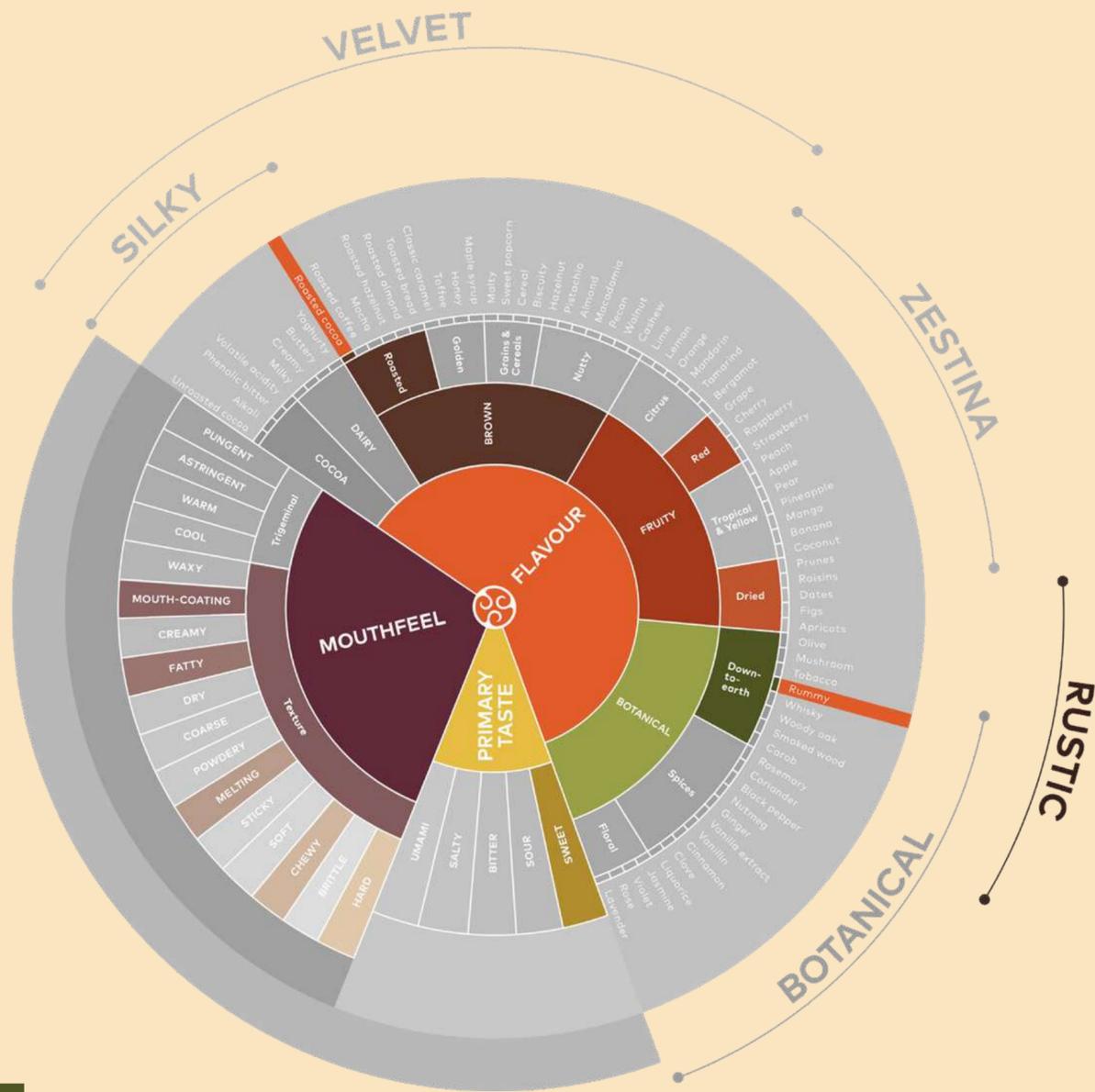
are looking for a chocolate rich in character, complexity, and vibrant fruity notes, making it an exceptional choice for premium and distinctive creations.

LOW ROASTING™

Roasting cocoa beans is an essential step in chocolate production, as it develops a specific aromatic profile.

Callebaut's Low Roasting™ technique is a roasting method that **allows flavours to develop gradually while preserving delicate notes.** With this technique, we not only lower the roasting temperature but also reduce the beans' exposure to heat by 50%. This way, we ensure the preservation of the cocoa's precise and subtle aromas.

The result? **Complex and nuanced flavours.**



- Dried fruits
- Red fruits
- Rummy
- Roasted cocoa



  
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 BELGIUM 1911

# BLEND ORIGIN



**CALLEBAUT®**

BELGIUM 1911

WCM

SIGNATURE COLLECTION

# RUSTIC FLEUR DE CAO

<b>70%</b>	min. Cocoa Solids	<b>43%</b>	Fat
<b>THIN FLUIDITY</b>			
<b>APPLICATIONS</b>			
 Confectionery		 Creams & Mousses	
 Biscuits		 Ice Creams	
<b>TASTE PROFILE</b>		Bittersweet-and-Sour with Warm Spiced, Floral and Yellow Fruits Notes	
<b>AVAILABLE SIZES</b>		1 kg • 2,5 kg • 10 kg	<b>SHELF LIFE</b> 24 months

RUSTIC  
FLEUR DE CAO  
70%

OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.



FOR CHEFS WHO...

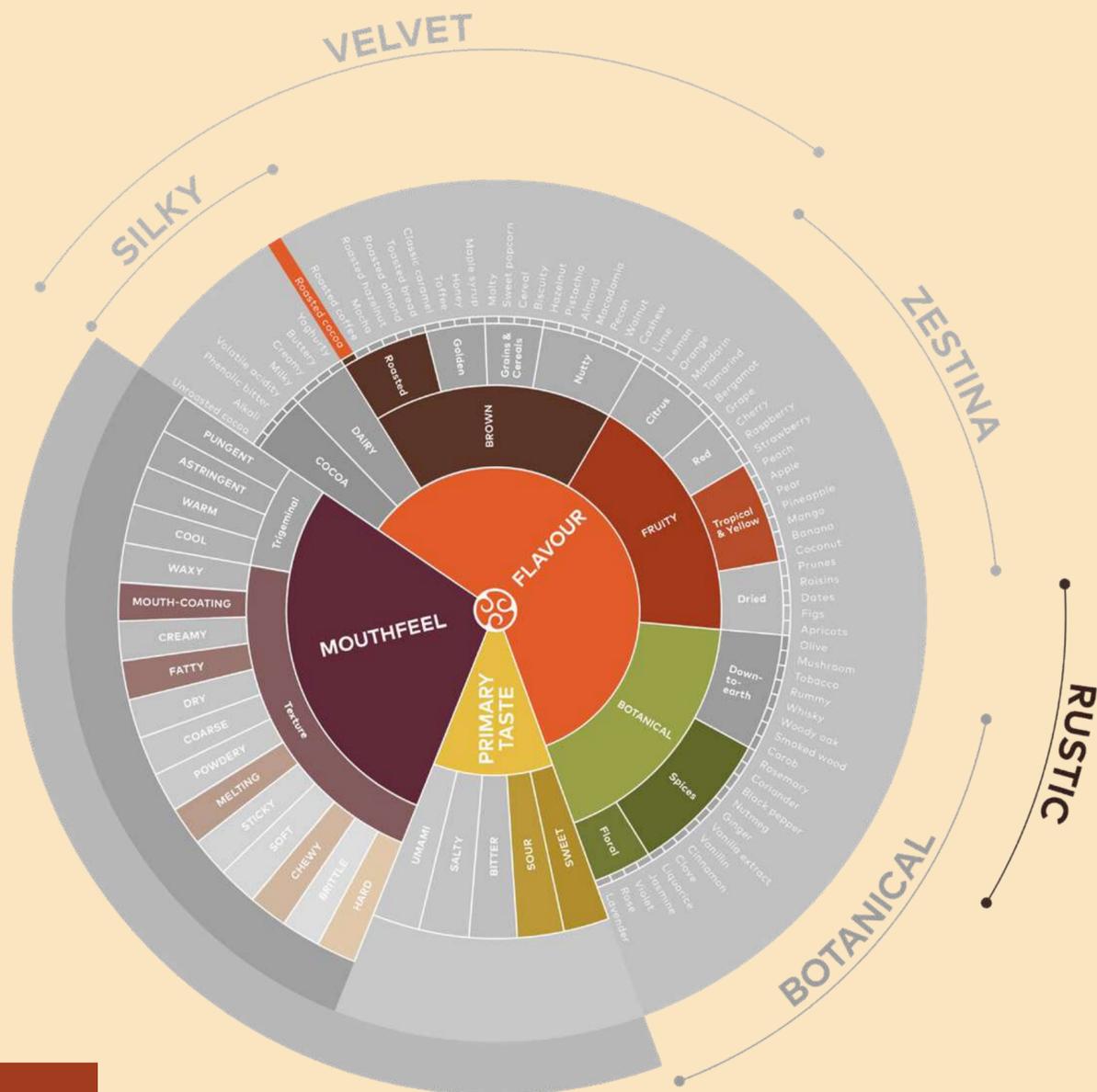
appreciate depth, complexity, and an evolving  
journey of flavors, making it an exceptional choice  
for premium creations.

### LOW ROASTING™

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chocolate production, as it develops a specific  
aromatic profile.

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preservation of the cocoa's precise and subtle  
aromas.

The result? **Complex and nuanced flavours.**



- Floral
- Spices
- Tropical & Yellow Fruits
- Roasted cocoa



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ORIGIN



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SIGNATURE COLLECTION

# BOTANICAL VENEZUELA

<b>72%</b> min. Cocoa Solids		<b>43%</b> Fat	
<b>THICK FLUIDITY</b>			
<b>APPLICATIONS</b>		 Tablet	 Macarons
		 Ice Creams	 Creams & Mousses
<b>TASTE PROFILE</b> Bittersweet with Woody And Astringent Notes			
<b>AVAILABLE SIZES</b>		1 kg	<b>SHELF LIFE</b> 24 months

**BOTANICAL  
VENEZUELA  
72%**

**OUR MOST DISTINCTIVE TASTE  
PROFILES. WE CRAFT FROM  
BEAN TO BAR. SUPPORTING  
SUSTAINABLE COCOA BEANS.**



**FOR CHEFS WHO...**

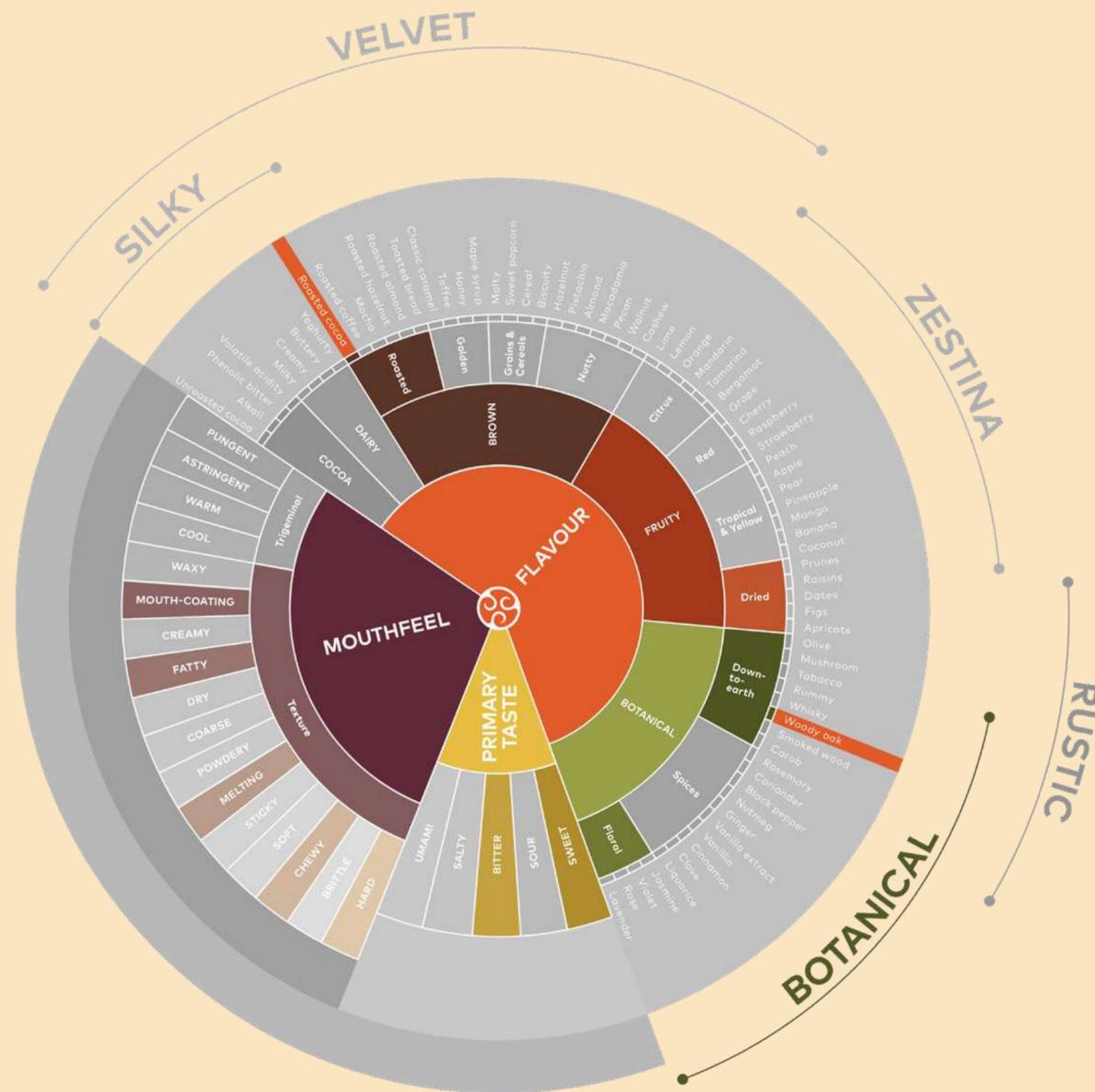
are looking for refinement without aggressiveness,  
this is the best choice.

**LOW ROASTING™**

Roasting cocoa beans is an essential step in  
chocolate production, as it develops a specific  
aromatic profile.

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to heat by 50%. This way, we ensure the  
preservation of the cocoa's precise and subtle  
aromas.

The result? **Complex and nuanced flavours.**



**Floral**

**Dried  
fruits**

**Woody  
oak**

**Roasted  
cocoa**



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BELGIUM 1911



**CALLEBAUT®**

**WORLD  
CHOCOLATE  
MASTERS**

## CONTACT US

The Callebaut World Chocolate Masters is an initiative organised by Callebaut. For any questions, information or complaints about the Callebaut World Chocolate Masters, you can contact:

**Barry Callebaut Belgium  
Att. Callebaut World Chocolate Masters  
Aalstersestraat 122  
B-9280 Lebbeke-Wieze**

[worldchocolatemasters@barry-callebaut.com](mailto:worldchocolatemasters@barry-callebaut.com)

Or your local Callebaut contact person.