



PRESS RELEASE

Announcing the Sixth Annual Americas and Asia-Pacific Competition 2017

Call for Entries and Judges

NEW YORK, March 16, 2017

The International Chocolate Awards, the world's largest and most respected fine chocolate competition, announces its biggest event of the year, the Americas and Asia-Pacific Competition to be held March 29-April 4, at the Greater New York Metropolitan Area with general judging scheduled for March 31-April 3: www.internationalchocolateawards.com.

The last day to receive samples is March 28, 2017 and the online closing date is March 25, 2-17. Entries are coming from across the Americas, from Argentina through to the US and Canada and from the Asia Pacific region, including Japan, Vietnam, Taiwan, and Australia. The entrants feature large and small scale craft chocolate makers and chocolatiers from this vast territory. Companies making chocolate in cacao growing countries have made a strong impression through the years, as did craft chocolate makers who entered the micro batch categories, which started in 2015 to recognize the important role that the US craft chocolate movement has played in developing this new industry trend.

If you would like to join us as a judge during one or more sessions, please log back in if you have judged with us before, or register online at <http://www.internationalchocolateawards.com/judge-registration/> if you are judging for the first time. Please use the "Lost password?" link on the home page if you don't remember your password from last year.

We use electronic judging. Judges will enter their own scores while they judge, with our easy-to-use entry system. If possible, please bring your own fully-charged tablet or laptop for the judging. If you have your own data connection, that's even better. Tablets will be provided if you don't have your own device and we'll have WiFi and charging points available.

International Chocolate Awards Americas and Asia-Pacific Competition: http://www.internationalchocolateawards.com/competition-info/?comp_id=128631

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About the International Chocolate Awards

The International Chocolate Awards is an independent competition recognizing excellence in fine chocolate making and in the products made with fine chocolate. As the World's only fully independent international fine chocolate competition, we aim to support companies producing fine chocolate and chocolatiers, small companies and artisans working with fine chocolate. By helping these markets to grow and develop, we also aim to support the farmers that grow fine cacao.

The Awards were founded in 2012 and are run by a group of independent international partners based in the UK, Italy and the USA who also founded and run the International Institute of Chocolate and Cacao Tasting (<http://www.chocolatetastinginstitute.org/>), with years of experience tasting and evaluating chocolate and running fine chocolate related events. The rules and judging are overseen by our permanent Grand Jury members, Country Partners and independent experts, who set the rules of the Awards based on ongoing consultation with our entrants.

Competitions are held in a growing number of countries and regions around the world, including Italy, the UK, USA, Germany, Scandinavia, Budapest, France, Belgium and other locations, with more competitions added each year. Winners of the regional competitions are judged together at the World Final, which celebrates the best entries of the year. Entry to the Awards is by submission and is open for any consumer retail products that meet the quality criteria laid down in our rules. Our judges include a wide range of experts, tasters, pastry chefs, food journalists, bloggers, sommeliers, chefs and our Grand Jury.

By making consumers more aware of the hard work and craft that goes into the best fine chocolate products, the International Chocolate Awards helps the fine chocolate industry to grow and develop in established regions as well as new markets. By helping to identify the best chocolate made with the best cacao, we hope to help chocolate makers, chocolatiers and cacao farmers continue to succeed at producing the world's best fine cacao and fine chocolate. The judging system was created after extensive industry consultation and is designed to permit chocolate experts and less experienced judges to contribute to comprehensively addressed scores for each entry, compiled using a custom electronic judging system. The judging process consists of three distinct rounds: first a two-day technical Selection round by a small committee who checks for compliance to rules and defects, followed by four days of Main round judging by an invited independent panel of chocolate experts and judges, all with extensive tasting and culinary skill; each judge tastes approximately 20 samples per session. In the third and final judging round, prizes are awarded by the Grand Jury.