



RULES FOR THE 12th DéliFrance Sandwich World Cup 1 September 2017

1- PURPOSE AND GENERAL DESCRIPTION OF THE COMPETITION

DELIFRANCE S.A. (hereinafter "DELIFRANCE"), a French société anonyme with a share capital of €22,819,224.12, recorded with the Créteil Trade and Companies register under number 313 167 173, whose registered office is located 99, rue Mirabeau, 94 200 Ivry-Sur Seine, France, is organising a competition entitled the "12th DéliFrance Sandwich World Cup" (hereinafter "the Competition") between 1 September 2017 and 4 April 2018.

This Competition shall reward the candidate who produces the best sandwich recipe, using bread or viennoiserie products from the DELIFRANCE range, following a practical test that will be held at the Paris School of Bakery and Patisserie (EBP), located 64 rue des Pirogues de Bercy 75012 Paris, France, on 3 April 2018.

2- CANDIDATE ELIGIBILITY

The Competition is open to all natural persons:

- (i) who are studying at a hotel and catering school or at any other establishment (public or private) providing catering- or bakery-related training courses;
- (ii) of at least 18 years of age who are entitled to attend alone or accompanied by a member of their family or a representative of their school;
- (iii) whose application has been accepted by DELIFRANCE and/or a foreign subsidiary of DELIFRANCE.

Exclusions:

All employees of DELIFRANCE and of companies in the NutriXo Group are explicitly excluded from participating in the Competition.

3- PARTICIPATION AND ORGANISATION OF THE COMPETITION

This Competition will be organised as follows:

3.1. Competition announcement

The announcement of the Competition and details of how the Competition will be organised will be made in a communication by the marketing and communication departments of DELIFRANCE and/or DELIFRANCE's foreign subsidiaries to schools that meet the above-mentioned conditions of eligibility.

Administrative work related to the Competition will be managed by Miss Marie ABIVEN, whose contact details are as follows:

DELIFRANCE S.A.
12th Délifrance Sandwich World Cup
99 rue Mirabeau
94853 IVRY SUR SEINE CEDEX, France
For the attention of Miss Marie ABIVEN
Communication Department
Tel.: + 33 (0)1 49 59 22 56
Email: mabiven@delifrance.com

3.2. Application

In order to take part in the Competition, it is necessary to apply before 3 February 2018:

- by completing the Application form on www.DSWC.delifrance.com
- Or
- by sending your application (featuring the surname and first name of the candidate, the name of his/her school, and the candidate's email address) by email to mabiven@delifrance.com or by post to the following address:

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12th Délifrance Sandwich World Cup
99 rue Mirabeau
94853 IVRY SUR SEINE CEDEX, France
For the attention of Miss Marie ABIVEN
Communication Department
Tel.: + 33 (0)1 49 59 22 56
Email: mabiven@delifrance.com

A "Candidate" shall be deemed to be any person whose application has been definitively accepted by DELIFRANCE and/or one of DELIFRANCE's foreign subsidiaries.

3.3. Organisation of the Competition

Once the Candidate has been registered, the Competition is split into two selection phases:

3.3.1. The national competition

Once registered, the candidate will be contacted by a Délifrance subsidiary to take part in the national competition (cf. selection file below) in the form of a practical test in front of a jury.

The selection documents must include the following information and documents, as a minimum:

1. Full details (surname, first name, position, address, telephone number, email address) of the candidate and his or her school.
2. A CV and a covering letter about the applicant's motivations to take part in the competition in English.
3. An accurate and detailed description of a recipe for a sandwich made with a DELIFRANCE bread or viennoiserie product (including products from the "Délifrance Héritage" or "Panitaly" subranges). This description must include at least the following information:
 - i. list and quantities (quantity in grams and number of units) of the ingredients;
 - ii. method of preparation, assembly of the ingredients;
 - iii. preparation time;
 - iv. average total cost price of the sandwich (purchase price per kg or per unit of the ingredients and cost price of the ingredients);
4. A colour photo of the finished sandwich

The finished sandwich presented will be evaluated according to the following conditions:

- The "gastronomic" condition: originality of the recipe – aesthetics and sophistication – association of flavours.
- The "quick service" condition: speed of preparation and ease of assembly (<10 minutes) – ease of consumption (without knife and fork).
- The "nutrition" condition: overall balance of the recipe, minimum nutritional benefit, quality of ingredients.
- The "cost price" condition: the total average cost price of the sandwich must not exceed €2.25 (excl. VAT).

- The "time" condition: respect for the time allowed in the kitchen to prepare the sandwiches
- The "environmental" condition: sorting and reducing waste in the kitchen
- Respect for the "awaken your senses" theme: the sandwich must provide a multi-sensory experience

Any application containing an anomaly (incomplete, illegible, etc.) shall be declared null and void. The deadline for sending the pre-selection documents is 31 december 2017.

Pre-selection

Application file:

Once the selection documents have been correctly completed and sent to DELIFRANCE and/or the DELIFRANCE subsidiary of the country concerned, DELIFRANCE and/or the DELIFRANCE subsidiary will choose the best recipe, and therefore the best candidate from all the applications received for each country. The candidates selected during the first selection round shall be referred to hereinafter as the "Pre-selected candidates".

The practical test:

The Délifrance subsidiary may decide to organise a local competition if several candidates or several schools are competing.

The dates and location of the competition will be defined by the person working for the Délifrance subsidiary responsible for the competition. Points will be awarded using the same criteria as for the international final (see criteria below).

3.3.2. The final practical round (hereinafter the "Final")

Only candidates selected after the first selection round – by application file or by practical test – will be able to take part in the second and final round: the "practical test" of the Final.

For the preparation of the final and its aforementioned practical test, samples of DELIFRANCE's Panitaly, Délifrance Héritage, and Délifrance bread and viennoiserie products will be provided free of charge by DELIFRANCE and/or the DELIFRANCE subsidiary of the country concerned to the pre-selected candidates.

The Competition winner shall be chosen following a practical test consisting of the preparation of one sandwich by each Pre-selected candidate before the members of the jury, strictly respecting the sandwich recipe presented in his or her selection documents.

The Jury will be composed of journalists from the professional press, a nutritionist, and chefs. The jury will be co-presided by a world-renowned French chef and a baker (Meilleur Ouvrier de France).

The Final will bring together all the pre-selected candidates and will be held on 3 April 2018, from 10 am until 8 pm at the Paris Bakery and Patisserie School, 64 rue des Pirogues de Bercy, 75012 Paris, France.

The Candidates shall be informed of the exact times and organisation of the Final, and other details, on the day.

For the Final, Candidates will be awarded points out of 100 by a Jury, according to the following criteria:

- **Gastronomic and visual criteria /50 points**

- Originality of the recipe / 20 points
- Association of flavours / 20 points
- Aesthetics / 10 points

- **Nutrition criteria /15 points**

The nutritionist on the jury will calculate the nutritional value of each recipe before the final and will share it with the other members of the jury.

- Overall balance of the recipe / 5 points
- One or more nutritional benefit(s) of the recipe / 5 points
- Quality of the ingredients (seasonal, local, organic, clean label products, etc.) / 5 points

- **Quick service criteria /10 points**

- Speed of preparation (evaluated by the kitchen jury) / 5 points

The time allowed in the kitchen will be defined when the composition of the jury is finalised.

Example:

If the jury is made up of 10 people, the candidate will have 65 minutes (1 hour and 5 minutes) in the kitchen, which will be broken down as follows:

- 50 minutes to make 5 sandwiches for tasting, which they will cut in half to give each member of the jury half a sandwich to taste
- 10 minutes to prepare a 6th plated sandwich with garnish to present to the jury and for the photos (will not be eaten)
- 5 minutes to prepare a tray with the ingredients and the utensils needed to prepare a sandwich in front of the jury.

If the time allowed in the kitchen is exceeded, the candidate will be penalised as follows:

- ✓ 5 minutes over = 2-point deduction
- ✓ Between 5 and 10 minutes over = 3-point deduction
- ✓ Between 10 and 15 minutes over = 4-point deduction
- ✓ Between 15 and 20 minutes over = 5-point deduction
- ✓ More than 20 minutes over = eliminated from the competition

- Ease of consumption (without knife and fork) / 5 points

- **Cost price criteria /10 points**

- Respect of the total average cost price of the sandwich determined, namely €2.25 (excl. VAT) including the bread or viennoiserie

- **"Awaken your senses" theme /10 points**
 - The candidate's sandwich must provide a multi-sensory experience

- **Environmental criteria /5 points**
 - Sorting and reducing waste in the kitchen (judged by the kitchen jury)The candidate must sort their waste (rubbish / recyclable material) and use the bins provided.

The kitchen jury will pay particular attention to the management of the quantity of ingredients.

If all the ingredients have not been used at the end of the competition, the candidate will not be penalised because they can be used the next day for the demonstrations at Sandwich and Snack Show.

However, if the candidate throws away large quantities of ingredients, between 1 and 5 points will be deducted from their final score.

Please note that the kitchen jury may decide to eliminate a candidate if the hygiene and food safety rules in force are not complied with.

All candidates must wash their hands but gloves are not compulsory.

After the preparation phase, every Candidate has 20 minutes to prepare and present their sandwich while answering questions from the jury.

To face any eventuality that could adversely affect the organisation of the Competition, the Secretary General of the Competition shall be present at the Final and will take all necessary measures.

For the final, DELIFRANCE will provide Candidates with bread and viennoiserie products from the DELIFRANCE range and professional utensils and equipment (except knives), but the Candidates must bring all the ingredients they may need.

4- Announcement of the results and allocation of prizes

After the Final, a final score out of 100 (hereinafter "the Final Score") will be given by the Jury to every Preselected candidate. The points awarded by the co-presidents of the jury will count double.

Based on the Final Score obtained, a ranking of the Pre-selected candidates will be prepared.

Only the Pre-selected candidate with the highest Final Score in the Competition shall be deemed to be the Winner of the Competition (hereinafter "the Winner").

In the unlikely but not impossible event of a tie, the distribution of Prizes between the joint Winners shall be decided by the Presidents of the Jury.

The following Prizes shall be awarded to the pre-selected candidates:

- The Winner will be awarded:
 - o Mauviel kitchenware worth €540*
 - o A 15-day trip worth €5,000 (unit commercial value incl. VAT – average retail price) including:
 - A 2-day training course contracted with the Paris Bakery and Patisserie School
 - 1-day training course on petits pains for restaurants: shapes colours, textures, etc.
 - 1-day training course on plated desserts
 - Initiation internships in several of Délifrance's partner establishments
 - Accommodation in a hotel worth a maximum of €150 per night.

Transportation, food, and accommodation for this 15-day trip will be fully paid by Délifrance.

- 2nd Prize

- Mauviel kitchenware worth €440*

- 3rd Prize

- Mauviel kitchenware worth €340*

**Unit commercial value (incl. VAT) – average retail price.*

The results of the Competition and the prize ceremony shall be announced the day after the final, on 4 April 2018, at the Sandwich & Snack show, held in Paris, Porte de Versailles.

5- Reimbursement of expenses for finalists

The cost of accommodation and transfers from airports or stations in the Île-de-France region to the hotel for the Pre-selected candidates and a single guest shall be borne by Délifrance SA and its subsidiaries, within a reasonable limit and upon presentation of the relevant receipts.

Travel expenses for Pre-selected candidates living outside of the region to reach Paris, and any other expenses borne by the Pre-selected Candidates on site, of any nature, shall be borne by the Candidates themselves, or their school.

6- Authorisation to distribute

The Candidates shall allow DELIFRANCE to take photographs of and film them as part of the Competition Final and to use their image.

Consequently, and in accordance with the provisions pertaining to image rights and right to receive credit, the Candidates authorise DELIFRANCE to record, reproduce and communicate to the public the photographs and audio-visual films captured as part of the Competition.

The photographs and audio-visual films may be exploited and used directly by DELIFRANCE, in full or in part, in any form and on any medium, known or unknown at this time, in the whole world without exception, for a duration of five (5) years, for the following uses:

- publication in presentation and promotional leaflets and pamphlets for the next editions of the Competition;
- publication on DELIFRANCE's Intranet sites and Internet sites, whose access is open and unrestricted;
- for the purposes of DELIFRANCE's internal and external communication (seminars, trade fairs, articles in the trade press, etc.).

The Candidates also authorise DELIFRANCE, for its commercial and/or internal and external communication needs after the Competition, to reproduce and distribute in any form or medium, known or unknown at this time, all the sandwich recipes and images of sandwiches that the Candidates present as part of their involvement in this Competition.

7- Modification of the Competition's dates

DELIFRANCE reserves the right to shorten, extend, postpone, or cancel this Competition, or to modify its conditions, if circumstances require it, in particular in case of fraud, force majeure or any other cause beyond its control. It shall not be liable in any way because of this.

8- Acceptance of these rules

The involvement in this Competition implies the full and complete acceptance of all of the provisions of these rules, deposited with the bailiffs SCP CHAPUIS & BUZY, 10 rue Pergolèse – 75116 PARIS. Noncompliance by the Candidates with the obligations in these rules may lead to the cancellation of the result and the prizes.

These rules are freely available* upon simple request to:

DELIFRANCE S.A.
12th Délifrance Sandwich World Cup
99 rue Mirabeau
94853 IVRY SUR SEINE CEDEX, France
For the attention of Miss Marie ABIVEN

*(Postage refunded on the basis of the standard mail rates in force).

A single reimbursement by participant (same name, and/or same address) for each of the following elements: request for reimbursement of postage expenses for the delivery of a request for the rules.

9- Personal information

The Candidates and the Winner authorise DELIFRANCE to use their name and address in themselves for advertising and promotional purposes, without this use granting other rights than the right to the Prizes and Rewards won.

The Candidates authorise all and any verifications with respect to their identity and their attendance of a school. Any false declarations shall lead to their elimination.

In accordance with the French privacy law called "Loi Informatique et Libertés", of 6 January 1978, the participants have the right to access, amend or delete the personal information concerning them, upon written request to the address of the Competition.

10- Miscellaneous

All cases not provided for by these rules shall be settled by DELIFRANCE, whose decision is final.

No requests concerning the interpretation or application of these rules, the terms and conditions of the Competition or the names of the Winner or the Candidates shall be answered by telephone.