



FHA **B**AKERY CHALLENGE

COMPETITION RULES & REGULATIONS

22 October 2024

FHA-HoReCa

at Singapore Expo

An event of:



FHA
HoReCa

Organised by:



informa
markets

ABOUT FHA BAKERY CHALLENGE

Taking place for the first time at FHA-HoReCa, FHA Bakery Challenge (FBC) is launched with the aim to develop artisanal bakery craftsmanship, encourage innovation, and nurture budding baking talents in the region. The event will also provide opportunities for learning and professional engagement amongst industry members.

The inaugural bakery competition will be held at FHA-HoReCa, alongside Asian Gelato Cup, and FHA Dessert Challenge. FHA Bakery Challenge is an event organised in partnership with Singapore Pastry Alliance, a member of Singapore Chefs' Association.

1. CALENDAR OF EVENTS



**FHA-HoReCa
Gelato, Dessert and Bakery Programme**

22 October 2024	23 October 2024	24 October 2024	25 October 2024
<p>Activities through the day:</p> <ul style="list-style-type: none"> Programme announcement (repeat at fixed intervals) Sponsors Interviews and Advertisements Judges Interviews Competition Teams introduction Upcoming programme at the show <p>FHA Bakery Challenge 0800-1500</p> <ul style="list-style-type: none"> 4 to 5 teams Live preparation and baking of bread Judges tasting, scoring and feedback <p>FHA Bakery Challenge Awards Ceremony 1700-1800</p>	<p>Activities through the day:</p> <ul style="list-style-type: none"> Programme announcement (repeat at fixed intervals) Sponsors Interviews and Advertisements Judges Interviews Competition Teams introduction Upcoming programme at the show Photos from previous day's event Serving of gelato creations after competition <p>Asian Gelato Cup 0800-1600</p> <ul style="list-style-type: none"> 4 to 5 teams per day 8 to 10 teams over 2 days Live preparation of gelatos, gelato cakes and desserts Judges tasting, scoring and feedback 	<p>Activities through the day:</p> <ul style="list-style-type: none"> Programme announcement (repeat at fixed intervals) Sponsors Interviews and Advertisements Judges Interviews Competition Teams introduction Upcoming programme at the show Photos from previous days' event Serving of gelato creations after competition <p>Asian Gelato Cup 0800-1600</p> <ul style="list-style-type: none"> 4 to 5 teams per day 8 to 10 teams over 2 days Live preparation of gelatos, gelato cakes and desserts Judges tasting, scoring and feedback <p>Asian Gelato Cup Awards Ceremony 1700-1800</p>	<p>Activities through the day:</p> <ul style="list-style-type: none"> Programme announcement (repeat at fixed intervals) Sponsors Interviews and Advertisements Judges Interviews Competition Teams introduction Upcoming programme at the show Photos from previous days' event <p>FHA Dessert Challenge 0800-1300</p> <ul style="list-style-type: none"> 4 to 5 participants per 1-hr session Create 1 plated dessert <p>FHA Dessert Challenge Awards Ceremony 1400-1500</p>

* Proposed programme subject to further refinement.

FHA-HoReCa 2024 will take place from 22 to 25 Oct 2024 at Singapore Expo.

FHA Bakery Challenge (FBC) will be held on 22 Oct 2024 at Hall 3, Singapore Expo. An awards ceremony for the Bakery Challenge will take place on the same day. At the same venue, Asian Gelato Cup and FHA Dessert Challenge will be held over the next few days.

Prior the competition, all competition teams will attend a briefing session and kitchen walk-through on 21 Oct 2024. The teams will be allowed time to setup kitchen on the same day.

All essential information about participation will be shared with all teams once registration is confirmed.

2. ADMISSION

Admission to participate at FBC is granted to five teams of different Asian nations.

Priority is given to the teams representing nations where an official selection has been held, provided all enrolment procedures are in proper order.

Teams may also be formed without official local selection, but they will need to organise a presentation in their country/cities so that the team can be represented autonomously. The acceptance of these teams however will be to the discretion of the FBC organising committee.

The first five teams that submit their applications and received confirmation from the organiser will be admitted to the competition.

Teams from any of the following Asia regions are invited to submit their applications:

- Cambodia
- China
- Hong Kong SAR
- India
- Indonesia
- Japan
- Macau SAR
- Malaysia
- Pakistan
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

3. REGISTRATION

Registration fee is **SGD400** per team.

Registration will open from **10 June 2024 to 10 July 2024**.

Registration fee is not refundable if the competition is cancelled for reasons beyond the organiser's control or if an application is withdrawn by competitors.

For participation and enquiry about the competition, please email the organiser at ABC@foodnhotelasia.com.

Submission of registration form indicates acceptance of the rules and regulations of the FHA Bakery Challenge 2024.

4. PARTICIPATION TIMELINE

Stated below is an overview of participation timelines for reference. Any update will be shared with confirmed participants in due course.

Date	Activity
10 Jun 2024	Registration Starts
10 Jul 2024	Registration Closes
11 Jul 2024	Confirmation of Participation
15 Jul 2024	Submission of Uniform Sizes
15 Jul 2024	Submission of Team Photos
05 Aug 2024	Submission of Menu & Recipes
21 Oct 2024	Onsite briefing session, kitchen walk through and set up
22 Oct 2024	Competition Date

5. TEAM COMPOSITION

Each team should consist of three (03) professionals made up of one (01) team manager and two (02) team members representing the same nation/territory, with expertise in Artisan Bread, Asian Buns and Viennoiseries products.

5.1 Team Members

The two (02) team members must be a citizen or permanent resident of the nation/territory participating in the competition and employed in the bakery sector for a minimum of three (03) years at the point of registration.

5.2 Team Manager

The team manager must be a citizen or permanent resident of the nation/territory participating in the competition and employed in the gelato/culinary/pastry sector for a minimum of eight (08) years at the point of registration.

Additional Information:

- The team manager will be responsible for coordinating the participation of the team with the organising committee. He/she will be responsible for all communications between the team and the organising committee.
- The team manager, being also a jury member, cannot represent or work as an employee for any company representing a direct conflict of interest with any of the competition's sponsors.
- During the competition, the team manager is permitted to consult and assist the team in their preparation. However, he/she cannot judge the performance of his/her own team.

6. THE COMPETITION

6.1 THEME

The theme for FHA Bakery Challenge 2024 is **Grand Breakfast**.

6.2 RECIPES

The team manager is required to submit the following information by **5 August 2024** to the organiser at ABC@foodnhotelasia.com.

- Title / Name of competition theme
- Detailed description of each of the creations
- Recipe for each of the creations, indicating any allergens

All the above information should be submitted in English. The organiser will consolidate and print the submitted materials for all judges at the competition.

The organiser may utilise the recipes for publicity purposes and may share the information with third party collaborators and sponsors to promote the event.

6.3 THE PROGRAMME

A. DEMI ARTISAN BAGUETTE

One type of traditional artisan baguette weighing 180-200g per piece (baked weight). At least one sponsored ingredient must be used to create the recipes. No other improver and additive will be allowed in the preparation.

Quantity: Total eight (08) pieces

- 2 pcs for judges' tasting
- 1 pc for photography
- 5 pcs for display (include 1 pc to be cut in horizontal cross section)

NOTE: Each team will be provided with Convotherm Maxx Pro BAKE oven and one stone baking tray of size GN 1/1 325x530mm (to be confirmed).

B. ASIAN BUN

Two types of soft bun weighing 60-80g per pcs (baked weight). At least one sponsored ingredient must be used to create the recipes. No other improver and additive will be allowed in the preparation.

One type to be healthier choice e.g. Using fruit puree, beans, less sugar, high in fiber etc. The other type to be a unique savoury filling of the team's home country, enclosed in the bun.

Quantity: Total 24 pcs

Quantity for each type of bun: 12 pcs

- 5 pcs each for judges' tasting
- 1 pc each for photography
- 6 pcs each for display (include 1 pc to be cut in vertical cross section)

Assessment will focus on:

- Presentation of baked products
- Unique creation of the flavours
- Taste of products
- The internal crumb structures
- Colour and texture of crust
- Correct serving temperature
- Moulding and shaping techniques

C. HEALTHY MUFFIN

One type of savoury and one type of sweet healthy muffin weighing 60-80g per pc (baked weight). At least one sponsor ingredient must be used to create the recipes.

Quantity per type: 12 pcs

Total for two types: 24 pcs

- 5 pcs of each type for judges' tasting
- 1 pc of each type for photography
- 6 pcs of each type for display (include 1 pc to be cut in vertical cross section)

Assessment will focus on:

- Presentation of baked product
- Unique creation of the flavours
- Taste of product
- Muffin texture
- Colour and texture of crust
- Correct serving temperature
- Innovative design

D. VIENNOISERIE

Three (03) types of yeasted laminated goods. Butter must be used as fat for lamination. Both types of doughs can be prepared in advance except final sheeting to be done during competition.

- Traditional classic croissants weighing 70-80g per pc
- Two tone chocolate croissants weighing 70-80g per pc
- Fresh fruit/nuts Danishes weighing 80 to 100g per pc

At least one sponsored ingredient must be used to create the recipes. No other improver and additive will be allowed in the preparation.

Quantity: total 36 pcs

Quantity per type: 12 pcs

- 5 pcs for judges' tasting
- 1 pc for photography
- 6 pcs for display (include 1 pc to be cut in vertical cross section)

Assessment will focus on:

- Presentation of baked products
- Unique creation of the flavours
- Taste of products
- Internal crumb structures
- Colour and texture of crust
- Correct serving temperature
- Moulding and shaping techniques

E. ONE ARTISTIC BREAD SHOWPIECE

To display all products portraying the Grand Breakfast theme with the following mandatory requirements:

- Size of the base: 60 cm x 40 cm
- Maximum height for showpiece (excluding the base): 80 cm
- The showpiece must be made with 100% of bread dough (non-edible items found in construction of the showpiece will be penalised)

Important Notes:

- The showpiece components can be made in advance but need to assemble during the eight hours of the competition time. Only edible food ingredients are allowed.
- Contestants are allowed to bring structural elements to the competition (example: a sculpted base). The structural elements (bread dough, sheet, sculpture in one-piece etc) composed of many parts (example: a flower with many petals) cannot be brought already assembled but must be assembled on site during the competition).
- Nothing can be preassembled or glued together prior to competition.

6.4 FINAL BUFFET DISPLAY

Each team will be provided one table with diameter 100-120cm for the final buffet presentation.

No background decorations will be accepted. Each team is required to supply their own linens. No electrical cables may cross the competition area. Rotating bases are allowed. The organiser, however, disclaims any liability for failure in functioning any display system.

Any work exceeding the maximum specified size will be eliminated. Dimensions will be officially measured by the contest stewards and their conclusions will be final.

6.5 KITCHEN EQUIPMENT

Each team will be allocated one (01) kitchen with the following list of anticipated kitchen equipment provided by the organiser or sponsors. Final equipment list and kitchen layout plan will be shared closer to date.

- 1 x Convotherm maxx pro BAKE oven
- 1 x Mint Technomac Multifunction Blast Freezer, Retarder Prover
- 1 x 2-door under counter chiller/freezer
- 1 x 3-tier stainless steel table, 1800 x 700 x 850mm
- 1 x 2-tier stainless steel table, 1200 x 600 x 850mm
- 1 x Induction stove (gas is strictly forbidden at the venue, except for portable gas torch)
- 1 x Trolley rack with 10 trays, 600 x 400mm
- 1 x Mixer
- 1 x Sink with hot water supply
- 1 x Microwave 220V / 1500W / 13A
- 1 x 13Amp power point (230V)

Equipment for Sharing:

- Fermentation cabinet for bakery 600 x 400
- Fermentation cabinet for Viennoiserie 600 x 400
- One 4-door upright chiller, 2 to 4 deg C
- One 4-door upright freezer, -18 to -24 deg C
- Ice machine (or ice will be provided)

Participating teams must use the equipment provided, unless otherwise stated. Please note that the items listed above may be subject to change. Teams will be notified of such changes, if any, via email by the organiser.

Each team is advised to provide/bring the following items, if required:

- Kitchen utensils
- Pots and pans (induction enabled)
- Gloves
- Moulds, ladles, knives, plates, bowls, cutleries, weighing scale etc.

Any additional equipment / electrical appliances to be brought in by the participating teams must be approved by the organiser prior to the competition. Teams are required to inform the organiser in writing, at the point of recipe submission, with proper description of the equipment they wish to bring in, including information such as brand, model name/number and electrical specification. It is each participating team's responsibility to ensure that the electrical load is not exceeded, causing a power failure or interruption that may affect other teams and in return resulting in loss of points.

Due to fire safety regulations, open flame cooking equipment and gas hobs will not be allowed in the venue. Use of lighter, flambé torch, portable gas cartridge stove, candles etc. will be prohibited.

After the competition, candidates must ensure the kitchen is left in a clean condition. After obtaining approval from the kitchen judge, candidates are required to acknowledge the kitchen sign-out form provided during spot checks.

In general, anything not specified will not be provided. The competitors are responsible for the cleanliness and hygiene of their kitchen. This will be one of the criteria considered for the final scores.

6.6 SPONSORED INGREDIENTS

The following brands are sponsors for FHA Bakery Challenge. Complete list of sponsored ingredients will be shared with all teams closer to date.

- Adamance
- Norohy
- Sosa
- Valrhona

6.7 INGREDIENTS SUPPLIED BY PARTICIPATING TEAMS.

All ingredients, other than sponsored ingredients must be supplied by the team themselves. Some elements to note about ingredients used:

- Only edible colours are permitted.
- All products with no visible commercial markings, are permitted.

6.8 PREPARATION AND READY-MADE ITEMS

Please note the strict regulation on the pre-made items:

- Leaven, sour dough starter, poolish can be prepared prior competition.
- Yeasted laminated dough can be prepared prior competition, however final sheeting must be done during competition by hand.

- Asian bun fillings can be prepared prior competition. Nonetheless, competitors are to take note that ingredients must be hygienically handled and kept in correct food safety temperature. Food ingredients will be discarded if not handled properly.
- Showpiece components and parts can be prepared prior competition and assemble during competition.

7. DRESS STANDARD & HYGIENE

Standard uniforms (chef jackets / tops) will be provided for three (03) members of each team. All participants are required to submit their uniform sizes by the set timeline.

No insignias, titles, or other forms of identification may be added to the uniform.

Standard chef hats, or competition sponsored hats must be worn.

Safety style, non-slip footwear must be worn. Sport shoes are not allowed in the kitchen.

No visible jewellery is to be worn except for a wedding band, ear stud (no more than 7 mm diameter) or sleeper (small rings). No watches to be worn in the Competition kitchen.

Male chefs should be clean shaven. Chefs with beards must wear a beard net. Chefs should be clean and showered and demonstrate good personal hygiene. Hair length which touches the collar, or falls below the collar, must be restrained, and covered with a hair net. Aftershave and perfumes must not be overpowering.

The judges reserve the right to disqualify any team in case of non-compliance with the international hygiene standards upon decision of the head judge.

8. COMPETITION SCHEDULE

All participating teams have two (02) hours to set up at the kitchen a day before the scheduled competition date.

All teams are required to report to the Kitchen Manager at least 45 minutes prior to their scheduled participation time. Teams that are not present at scheduled time will be considered no-show and will be disqualified.

Time	Activity
07.15am	Competing teams to report to kitchen manager 45 minutes prior scheduled time
07.45am	Kitchen inspection by kitchen manager and judges
08.00am	Competition starts
12.30pm	Tastings Healthy Muffin, one team after another in 5-minute intervals Teams

01.00pm	Tastings of Artisan baguette, one team after another in 5-minute intervals
01.45pm	Tastings of Asian Bun 1, 2 and 3, one team after another in 10-minute intervals
02.30pm	Tasting of Laminated dough (Danish and Croissant) one team after another in 10-minute intervals
03:00pm	To start setting the buffet. Ingredients and composition of all dishes will be announced to the public. Five penalty points will be deducted from the total score for every minute delay in set up after 04.00pm

9. JUDGING CRITERIA

Category	Scores
Mise en place	5 points
Hygiene and food waste	10 points
Correct professional preparation, work skills, techniques, workflow	20 points
Service	5 points
Presentation	10 points
Taste & texture	50 points
Total:	100 points
BREAD PRODUCTS	
Artisan baguette	100 points
Viennoiserie	100 points
Healthy Muffin / Asian Buns	100 points
Showpiece	100 points

CRITERIA FOR MEDALS

Gold with Distinction	: 100 points
Gold	: 90-99 points
Silver	: 80-89 points
Bronze	: 70-79 points

- The head judge, together with the FBC organising committee will control the marks, counting of the votes, as well as the team ranking.
- In the event of a tie, the total tasting scores will take precedence.
- The competing teams are solely responsible for cleanliness of the work areas and equipment provided (oven, fermentation cabinet, freezer, fridge and so on). The workstations will be inspected before and after the contest. Any team that leaves their workstation unclean will be penalised up to 30 points.
- Two penalty points will be deducted from the total score for each minute of delay from scheduled timing when serving Artisan Baguette, Asian Buns, Danishes, Croissants, and Vegan muffin.

- The organising committee reserves the right to reproduce and use the entries exhibited.
- In the event of serious dispute over the rules and regulations, or a problem not mentioned in the rules, the matter will be discussed between the jury and the head judge, and a final decision will be made.
- Team competitors are required to submit an accurate market list, taking attention to avoid food wastage. Teams with unreasonable food wastage found after completion of competition items will be penalised up to 30 points.
- The organiser reserves the right to rescind, modify or add on any of the above rules and regulations and their interpretation of these are final. They also reserve the right to amend a competition section, modify any rules, cancel/postpone the whole competition event should it be deemed necessary.

10. PRIZES, AWARDS & CERTIFICATES

PRIZES

- 1st Prize : Champion Trophy & Gold Medals
 2nd Prize : Trophy & Silver Medals
 3rd Prize : Trophy & Bronze Medals

MEDALS & CERTIFICATES OF AWARDS

- Best viennoiseries & artisan baguette
- Best artistic showpiece
- Best tasting degustation prize (Based on total point of professional judges' tastings)

11. TRAVEL AND ACCOMODATION EXPENSES

The following will be provided by the organiser to each of the confirmed participating team:

- a. **Economy airfare** of up to SGD300 per team member and full economy airfare for the team manager. The reimbursement of the airfare will be based on the actual airfare incurred with the provision of original receipts/invoices. Payment will be made to the team manager who will reimburse the team members accordingly.
- b. **Accommodation** for two (02) team members and one (01) team manager, consisting of one (01) twin-sharing room and one (01) single room for each team for up to a total of three (03) room nights.

Other hotel incidental charges such as meals and laundry at hotel will be payable by hotel guests directly to the hotel. Return economy class or budget international airfare does not include excess baggage charges, international visa costs, air ticket upgrading costs and local transportation costs. The organiser for FBC shall have the sole discretion to decide on the financial budget for the airfare and accommodation costs.

12. GENERAL TERMS & CONDITIONS

12.1 INTELLECTUAL PROPERTY RIGHTS & COMMITMENT

By entering the competition, all teams agree to take part in any publicity content regarding the competition at any stage, including but not limited to photos, filming and interviews. Teams grant to the organiser a non-exclusive, royalty-free, irrevocable, perpetual, worldwide license to use intellectual property rights whether registered or unregistered in any formats, including name, image, or likeness of the competitors for any business purpose, including but not limited to marketing promotion.

12.2 CANCELLATIONS AND WITHDRAWAL

By entering the competition, all teams are committed to be present at the actual competition. Cancellations or withdrawal to participate at final moments prior to the competition would mean depriving another potential team the opportunity to participate in the event. In addition, such act may incur costs that are not refundable, such as international travel and accommodation. Depending on situation, any such costs would be chargeable to the team that cancel participation with short notice.

ACKNOWLEDGEMENTS

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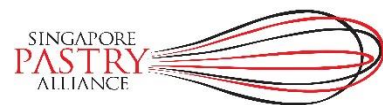

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