

# Institut Disciples Escoffier

## “Cuisine Passion” Competition Rules

Session 2024, Hong Kong

### **Article 1: Purpose of the competition:**

#### **COOKING IS AN ART**

It was in fact Auguste Escoffier who believed that “cooking will evolve in parallel with society’s evolution, while always remaining an art”. This visionary man welcomed progress and encouraged new generations of chefs to adapt and build upon the canons of culinary tradition.

Institut Disciples Escoffier, hereafter referred to as the Organizer, is offering a video competition from June to October 2024 to anyone with a passion for French cuisine.

This competition is aimed at all people who are passionate about developing their culinary talent in a creative way.

The competition will be launched by prestigious sponsor chefs at the beginning of June 2024 based on a classic recipe by Auguste Escoffier.

#### 1.1 Competition theme

You will have to interpret your creativity by making a French recipe of your choice, using chicken as the main ingredient.

You will have to film and assemble the preparation steps in a video lasting no more than 120 seconds:

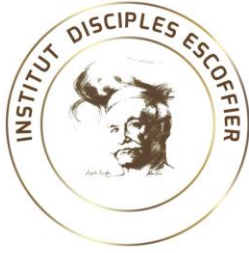
#### 1.2 The competition is divided into 2 stages:

##### 1.2.1 The first stage

###### Judging Criteria

1. “Selection by participatory voting” - Participants shall promote their video and have their video "liked" on the Organizer's Facebook. Participants must give their consent for their image to be broadcasted, which is a mandatory condition for taking part. The result of this selection by participatory voting will count for 40% of the overall score.
2. “Selection by a jury of professionals”. The videos will be judged by a panel of professionals and rated using a special scoring grid. The result of this stage counts for 60% of the overall score.

##### 1.2.2 The second stage



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The 10 finalists will be selected from the 10 videos with the best overall score. The finalists will compete in the final contest, which will be held on October 15, 2024, at the venue of Institut Disciples Escoffier Hong Kong.

- 1.2.3 A classification will be drawn up with a podium for "1st Prize", "2nd Prize", "3rd Prize" and "Prix Coup de Cœur" (best dressage). The winners will receive gifts from our partners.

## Article 2: Registration

### 2.1 How to register

- 2.1.1 Make your recipe explained in article 1.1 with your own interpretation and creativity.
- 2.1.2 Film and assemble the preparation stages in a video lasting no more than 2 minutes. The video must be your original creation. It will be uploaded to the Organizer's Facebook in its original form.
- 2.1.3 Register on <https://www.institutescoffier.com/cuisine-passion-session-2024/>:
- Your identity: first and last name, nationality, city of residence, mobile phone, personal e-mail address, Facebook account.
  - Your production: video (1920 x 1080 pixels, landscape), landscape photo of the finished dish (1920 x 1080 pixels), list of ingredients and preparation steps, which will be posted in the caption to your video. The Organizer reserves the right to edit your list of ingredients and preparation steps in the caption of the Facebook post.

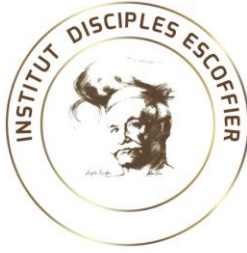
2.2 The Organizer will post your video on its Facebook (<https://www.facebook.com/DisciplesEscoffier/>). You must then promote your video via your social networks in order to obtain votes (using the hashtag #cuisinepassion, #InstitutDisciplesEscoffier and #TowngasCookingCentre). Please note that only the Likes on the Organizer's Facebook account will be counted.

2.3 After the compilation of the results of the selection by participatory voting and by a jury of professionals (explained in article 1.2.1), the finalists will be contacted by e-mail by the end of September and invited to the final contest on October 15, 2024.

2.4 Please note: the Organizer will not pay for the accommodation and transport costs of finalists, if any.

## Article 3: Final Contest

The final contest will be held on October 15, 2024, at Towngas Cooking Centre. All the finalists will have to prepare their recipe for 4 people, individually plated, on the spot in 3 hours.



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Detailed rules for the final contest will be given to the finalists when their invitations are sent out.

## **Article 4: Timetable**

Competition launch: June 17, 2024

Deadline for registration: September 10, 2024

Participatory voting: From June 17 until September 20, 2024

Announcement of selection results and invitation to the final: End September 2024

Final: October 15, 2024

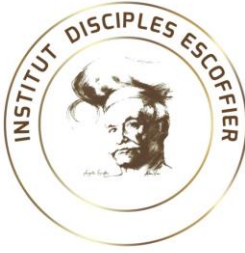
## **Article 5: Liability**

The Organizer reserves the right to modify, shorten, extend or cancel this competition if circumstances so require. The Organizer may not be held liable in this respect. The Organizer may not be held liable for any event for which it is not responsible, in particular in the event of poor delivery of e-mails, malfunctioning of videos, malfunctioning of Internet connections of any kind, or technical failures making it impossible to continue the competition. The Organizer may not be held responsible for any change in dates or cancellation of dates with sponsors.

## **Article 6: Transfer of copyright**

The Participant transfers, in their entirety and without any reservation, on an exclusive basis, free of charge, for the duration of the competition and for a period of 1 year after the end of the competition, the intellectual property rights, for the whole world, to the Organizer, and all the economic rights relating to the videos and/or photographs of the Competition. The transferred right include:

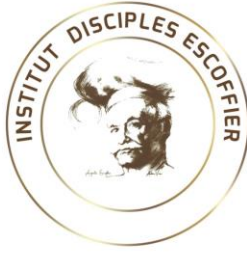
6.1 The right of reproduction : The right to reproduce or have reproduced, to record or have recorded, to manufacture or have manufactured, to fix or have fixed, to digitise or have digitised, to publish or have published, all or part of the videos and/or photographs of the Competition by all (any) technical processes known or unknown to date, on all media, in particular graphic, paper, magnetic, optical, digital, opto-digital, CD-ROM, DVD, DVD-Rom, including photography, photocopying, drawings, brochures, catalog, posters, postcards or on any computer, telematic or electronic medium and regardless of whatever the degree



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of dematerialization , known or unknown to date, current or future, in any definition, any format and in any language, without limitation as of number. The right to establish or have established in any number that the Organizer or its assigns would wish, all originals, duplicates or copies, on any medium, known or unknown to date, in any format and by any current or future process.

- 6.2 The right of representation: The right to broadcast or have broadcast, in any way whatsoever, by any means whatsoever, known or unknown to date, current or future, and in particular by all current or future transmission and/or telecommunications networks, such as cable, satellite, terrestrial, digital and/or interactive television, the Internet (in particular, the Organizer's website, the websites of its partners' website or any other website, the Organizer's social networks and those of other partner companies and/or associations of the Organizer (including, but not limited to, Facebook, Instagram, YouTube), software applications, the Intranet, regardless of the viewing terminal, by any means of distribution, by any process and on any medium, in any format, directly any third party or organisation whatsoever; the right of public performance for commercial or non-commercial purposes, as well as distribution, in all places accessible to the public and in all private places, in all versions, as well as all adaptations and translations of the work and its elements.
- 6.3 The right of adaptation, arrangement and transformation: The right to adapt or have adapted all or part of the videos and/or photographs in the Competition, the right to adapt, develop, integrate, translate into any language, the right to localize, the right to arrange, the right to digitize, the right to retouch, the right to cut, the right to correct, the right to modify, the right to create new versions and the right to assemble or integrate all or part of the videos and/or photographs in the Competition into any other intellectual service or creation or product. The rights provided for in this clause are exercised regardless of the process, techniques and media used, whether known or unknown to date, and regardless of the destination, in particular to bring the videos and/or photographs of the Competition into compliance with any regulatory standards. The Participant acknowledges and accepts that due to the technical requirement relating to the broadcasting conditions of the videos and/or photographs of the Competition, or due to the means of communication the videos and/or photographs of the Competition within the framework of the Competition, the photographs and the text of the Recipe may be modified and altered, and the Organizer shall in no case be held liable in this respect.
- 6.4 The right of use: The right to use or have used by any third party of its choice all or part of the videos and/or photographs of the Contest, for any purpose whatsoever, by any means and on any media. The Organizer may exercise each of the rights granted in any form and by any means whatsoever on any promotional medium online or offline of all the Organizer's and the Competition websites and/or in publications published by the Organizer or its partners (magazines, postcards, online magazine, other websites, social



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networks and iPhone/iPad application), as well as on all the Organizer's online and print media, without any compensation, and for the entire duration of the Competition and for the entire duration of the Organizer's promotional operations.

## **Article 7: Image rights**

The participant authorises the Organizer to use the videos and/or photographs representing his/her as part of the services described and to use his/her name, alone or in association with the videos and/or photographs. In particular, by placing them online on the Organizer's website, or on any of the Organizer's partner sites, social networks or any other sites that promote the Competition and the actions carried out by the Organizer for the purposes of broadcasting, free listening and/or downloading, and more generally, in the context of any institutional communication (such as and in particular retrospectives), without any commercial purpose.

## **Article 8: Rewards**

Winners who reach the podium will receive gifts from Organizer's partners (such as small equipment, cookery books or magazines, or other goodies, etc.).

## **Article 9: Personal data privacy**

The information collected is processed by Institut Disciples Escoffier, the Organizer, for the purpose of managing the participant's participation in the Cuisine Passion Competition. The data is intended for Institut Disciples Escoffier and its subcontractors and/or partners related to the competition. It will be kept for the duration of the competition and will be deleted 12 (twelve) months after the competition closes.

Unless permitted or required by law, or for the purpose for which the participant provides us the information, the Institut Disciples Escoffier will not disclose the participant's personal data to any third parties without your prior consent.

## **Article 10: Contacts « Cuisine Passion » Competition Hong Kong**

Contact: Ms. Hualing GUAN

Email: [icde.zh@institutescoffier.com](mailto:icde.zh@institutescoffier.com)