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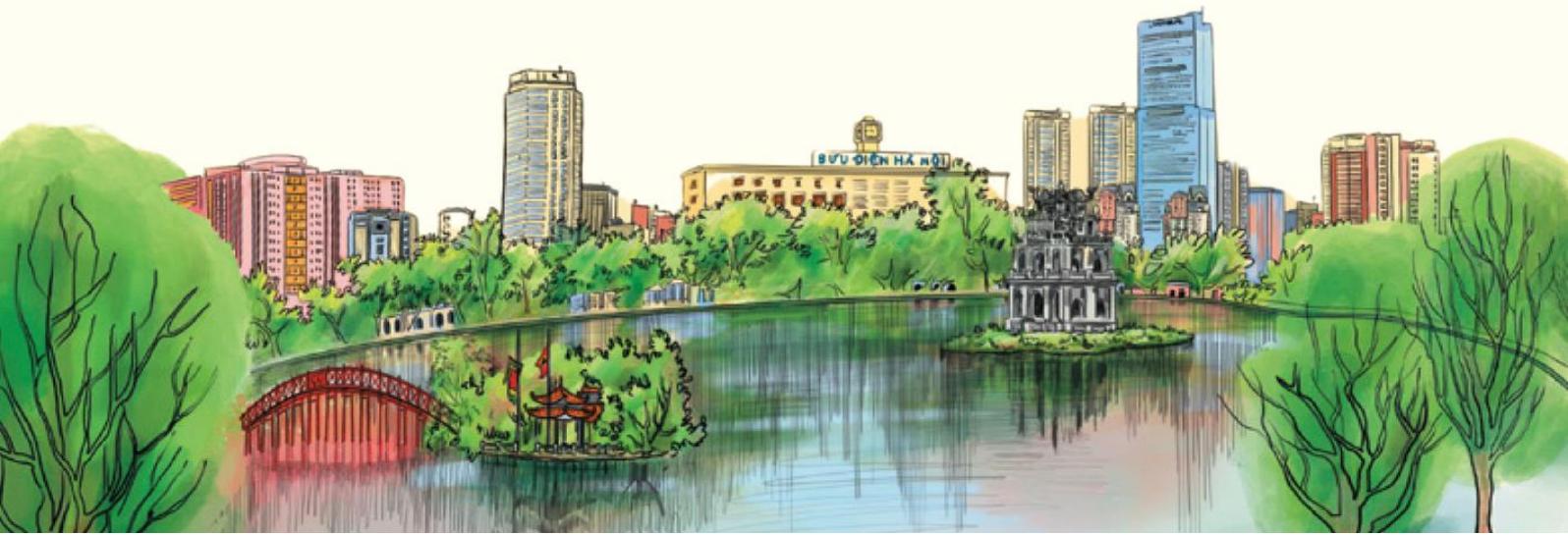
REAL CALIFORNIA MILK PIZZA CHALLENGE RULE BOOK

THE 3rd HANOI SALON CULINAIRE

I.C.E, HANOI, VIETNAM | 18th - 20th March 2025



Endorsed by



Organizing Committee



Ms. Nguyen Hoa Chanh Mr. Norbert Ehrbar Ms. Nguyen Hoa Chon

On behalf of the Organizing Committee, we would like to extend an invitation to all food and beverage related associations and individuals in Vietnam and Asia to share your experiences through this culinary event. The objective of the competition is to provide channels for promoting culinary standards in the country as well as an opportunity to gain experience, share expertise and communicate within the national and Asian culinary community.

The 3rd Hanoi Salon Culinaire is a platform for both local and international culinary talents to exchange ideas and knowledge. It is a great opportunity for hospitality and catering industry professionals and students to showcase and advertise their pizza skills to the industry and the public.

The 4th Real California Milk Pizza Challenge wants to provide you, the competitor, with every chance to excel and produce the best possible product on the day. We have no interest in trying to trick or deceive any competitor.

WE WANT THE BEST PIZZA TO WIN!

It is our obligation to have an area ready for you to compete in; it is your responsibility to show your best effort. This document has been produced to give you an indication of what the judges will be looking for on the competition day as well as some helpful hints. You will score the maximum amount of points by showing the best possible use of California Cheeses. Above all, be inventive and original.

The Organizing Committee would like to extend our gratitude to Informa and SES Vietnam for providing the infrastructure, as well as to all the sponsors whose support makes this event possible.

The Organizing Committee
The 3rd Hanoi Salon Culinaire 2025



CLASS DESCRIPTION

PROFESSIONAL DIVISION

CLASS P1

Traditional Italian Pizza
& Signature Pizza with Vietnam Ingredients

CLASS P2

Traditional Italian Pizza
& Plant Forward Pizza

CLASS P3

Traditional Italian Pizza
& Dessert Pizza

STUDENT DIVISION

CLASS S1

Traditional Italian Pizza
& Signature Pizza with Vietnam Ingredients

CLASS S2

Traditional Italian Pizza
& Plant Forward Pizza

CLASS S3

Traditional Italian Pizza
& Dessert Pizza

- To prepare 4 pizzas: 2 traditional Italian pizzas + 2 Master pizzas from the above selection.
- 1 pizza of each type is for judging, the remaining will be served free to visitors for tasting.
- Pizzas must be between 25cm and 30cm.
- Deep Dish Pizza, Pan Pizza are excluded from this competition due to their long baking times and the limited time slots available).
- All needed ingredients (except cheeses) and pizza trays (if used for baking) are to be supplied by the competitor.
- Sponsored California Cheese must be used. Not other origin cheeses are allowed.
- California Mozzarella Cheese (600gr)*
- California Cheddar Cheese (300gr)*
- California Cream Cheese (300gr)*
- California Blue Cheese (100gr)*
- Competitors must bring their own sauces, toppings and premade dough (raw) or prebake dough.
- **There is no food preparation area!**
- Recipes should be professionally prepared and made available for the judges (**2 Copies**).
- **Competition time is 30 minutes for the last pizza to enter the oven**

Traditional Italian Pizza

Competitors provide the dough, and spices. They must use a red sauce. No more than two (2) of the following toppings may be added: Pepperoni, Sausage, Bacon, Ham, Mushrooms, Peppers, Tomatoes, Onions and Olives. Please note that different varieties of these toppings will constitute only one (1) topping. A drizzle of extra-virgin olive oil after baking is acceptable; NO other finishers can be added, including fresh herbs. Other drizzles & cheeses are allowed once your pizza has entered the oven. Pizzas in this division must be traditional round pizzas of 25-30cm diameter (The size is limited by the size of the oven). A competitor's pizza will be disqualified if the judges decide it contains too many toppings or impermissible toppings.
(As per International Pizza Challenge Rules 2023 - Pizza Expo)

Real California Signature Pizza

There are no restrictions on dough, sauce, topping and style. The limit is your imagination, and innovative pizza with local flavors are welcome. Size of 25cm - 30cm.

Plant Forward Pizza

There are no restrictions on dough, sauce, topping and style. 25cm - 30cm plant-forward pizza with focus on the combination of plants products and Real California Cheese. Meats or other non-cheese proteins are considered an optional garnish or condiment.

Dessert Pizza

There are no restrictions on dough, sauce, topping and style. The limit is your imagination and innovative pizza with local flavors are welcome. Size of 25cm - 30cm.

JUDGING CRITERIA REAL CALIFORNIA MILK PIZZA CHALLENGE

Presentation	Visual Appearance / Bake	30 Points
Taste	Overall Taste, Crust, Sauce, Cheese, Toppings	50 Points
Use of California Cheese	Amount: Enough, Not Enough, Too much, Combination	10 Points
Hygiene and Food Waste	Workflow, Clear Benches, Storage, Food Waste, Plastic Waste	10 Points
Total		100 Points

RULES & REGULATIONS

These rules must be read before submitting competition Registration Form.*

* Submission of a completed entry form shall constitute of, and agreement to, abide by the Rules & Regulations of the 3rd Hanoi Salon Culinare 2025.

- An individual competitor can participate in one or all pizza classes, but is restricted to one entry in any one class.
- No change of classes will be allowed after the deadline. Please notify the organiser should you wish to cancel. Early notification may allow an unsuccessful applicant to apply for the competition.
- Registrations are received on a "first come, first serve" basis. Classes are usually filled up before the deadline. Therefore, even if your registration(s) and payment are received before the closing date, places may have been filled by then. All entries are subjected to the Organizing Committee's approval. Refunds for unsuccessful registration payments will be made AFTER the show. Registration fees will not be refunded if the competition is cancelled for reasons beyond the organiser's control, or if registrations are withdrawn by competitors.
- Participants must report to the registration counter no later than **30 minutes** before their scheduled time. Participants which do not register before their scheduled time will be considered as no-shows and will be disqualified. Participants registering for more than one class need to register with the secretariat at site only once (on the day of their first class).
- The Organizer reserves the right to revise the competition schedule.
- Participants must complete and print the English Recipe Card (2 copies) 1 copy to be sent to the Organizer and 1 copy will be for the judges.
- Participants, assistants and supporters are not allowed to leave any belongings in the exhibition and competition area, or use tables and chairs to store items. Participants must keep their own belongings in the designated "Store Room" at their own risk.
- For overseas teams: Vietnam has strict regulations on the import of food products. Please contact the Vietnamese Embassy in your country for information.
- Chef's attire is requested for all events (except pre-competition briefing on the 20th).
- No company name/logo can be visible to the judges during judging. It may be included or placed on uniforms once judging is completed. **We recommend that name cards for the pizza are produced.**
- If an award is won, the competitor has to ensure his/her presence (or that of a representative) at the ceremony to collect it. Please check the scoreboard outside the competition office. All awards are to be accepted in chefs' uniforms. Any trophy / medal / certificate that are not accepted at the ceremony will be forfeited three weeks after the event. Any shipping cost will be borne by the competitor
- The organiser will not be held responsible for any damage to or loss of, exhibits, equipment, utensils or personal effects of competitors.

REAL CALIFORNIA MILK PIZZA CHALLENGE RULE

Chefs, managers, culinary students and employees of hotels, restaurants, canteens and other culinary organisation can send in their recipe. (Deep Dish Pizza, Pan Pizza will not be allowed due to their long baking times and the limited time available).

Competitors will have 30 minutes time to assemble, bake and place their 4 pizzas in to the oven.

Competitors must bring their own tools (only working tables, ovens and pizza peel will be provided).

Competitors must produce 4 pizzas with 25 to 30cm each:

2 Traditional Italian Pizza + 2 Master Pizza (either California Signature Pizza with Vietnamese Ingredients, Plant-Forward or Dessert Pizza).

Full descriptions on page 3.

One of each pizza will be given to the judges. One will be taken for photoshoot and then cut and given to the public to try.

Competitors are only allowed to use the California cheeses sponsored by the **California Milk Advisory Board**. Should the judges detect any other, you will be disqualified.

Competitors must bring own pre-made dough, sauce(s) and toppings. There is no food preparation area!

TIPS & ADVICES

We have listed some points below that, if followed, will help you achieve your desired outcome.

Truth of product

If you name a style, technique, flavour, product or garnish, make sure that it appears on your final product. For your traditional pizza, make sure you are using the traditional ingredients, not less and not more. Correct preparation and presentation is required.

Cheese

Only sponsored **Real California Cheese** is permitted. Use the right cheese or cheese combination. Use the correct amount to complement your dish, too much is not good, nor is too little-

Dough

If you say thin and crispy, make sure it is. Make certain your dough is fully baked!
If you incorporate a grain or different flavour, try it beforehand, not on the day of the competition. Although prebaked dough is allowed, fresh doughs are preferred.
You will have 30 minutes to set up before start of your session. We suggest that you make a test bake with a full pizza, but at least with the dough, to familiarize yourself with the oven.

Sauce Base for Traditional

Has the sauce been prepared classically, did you peel and seed your tomatoes?
Was it passed through a sieve to remove any impurities (skin, seeds pith etc.)?
Does the sauce have a good sheen?
Does it leach water on the edges?
Have you adjusted the seasoning? Is it too tart - do you need to remove some acid?

Garnish

Is the garnish appropriate for the dish, or is it an unnecessary afterthought? Is the garnish edible?

Portioning

Has your product been portioned correctly?
Can the pizza be picked up and eaten by hand?
Has your topping been distributed evenly to ensure every piece has the right effect on the consumer?

Topping

Has the topping been sliced evenly and correctly, does it require marinating?
Have you used and identified sponsors products?

Hygiene

Keep your work area clean and hygienic.
If your product is to be chilled, keep it on/in ice under 4°C degrees
Personal hygiene is equally important: your uniform must be clean and free from stains, hair nets if required and remove excess jewellery. Nails and hands are of the utmost importance. If you use the restroom, smoke, use mobile phone etc. wash and/or disinfect your hands after. If you touch any part of your body, wash your hands!

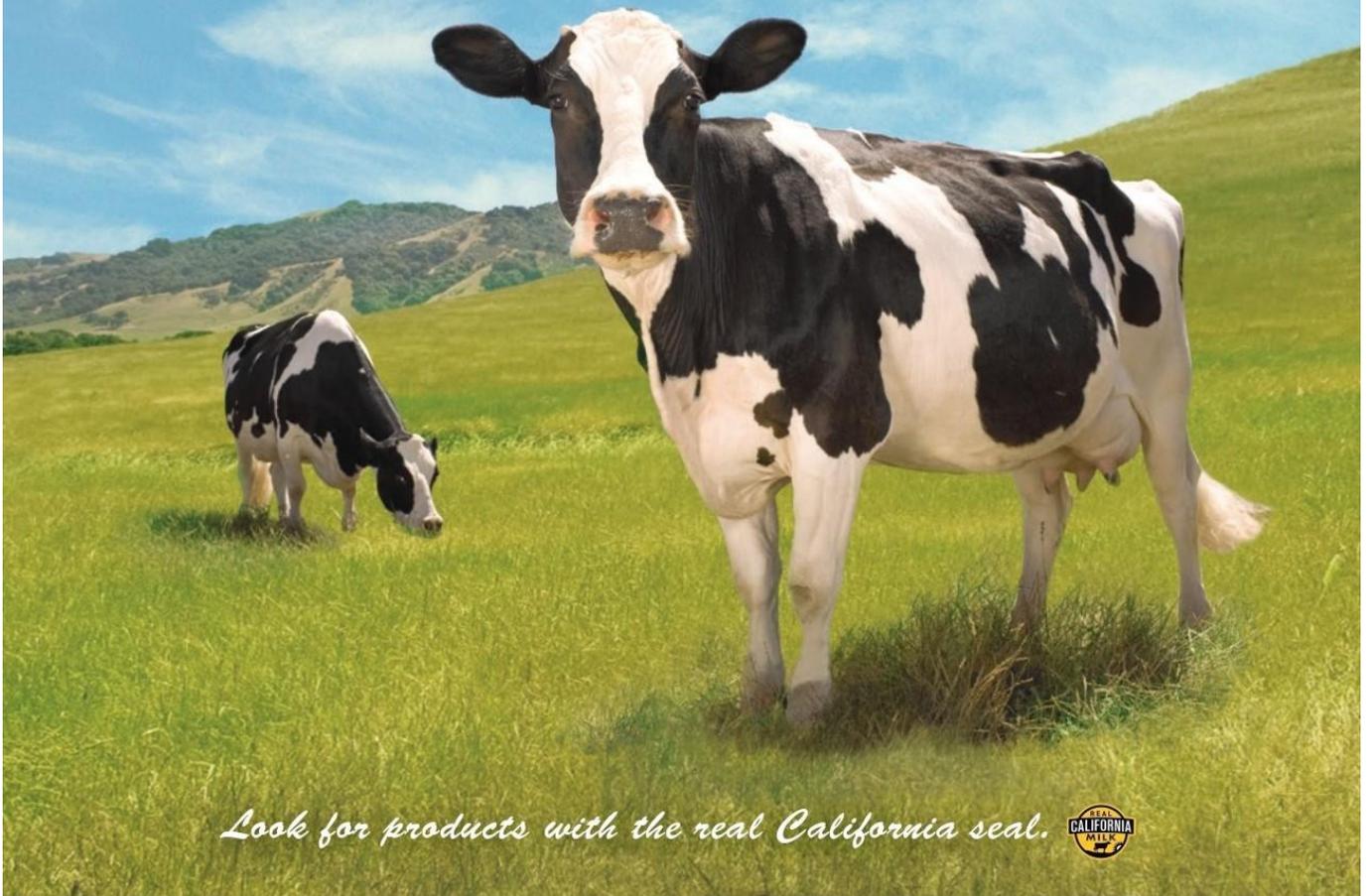
Sponsors

Sponsors are an integral part of the event and the products they represent must be used. If you use a non-sponsored product, available from the sponsor, you will be disqualified. This applies to cheese only.
If at a later stage any other sponsors is supplying products we will inform the participants.

DIAMOND SPONSOR



*Great dairy comes from happy cows.
Happy cows come from California.*



Look for products with the real California seal.



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RealCaliforniaMilk.com

SPONSORED PRODUCTS

REAL CALIFORNIA CHEESES

PER ENTRY



**PHÔ MAI MOZZARELLA
REAL CALIFORNIA
600GR**



**PHÔ MAI CHEDDAR
REAL CALIFORNIA
300GR**



**PHÔ MAI KEM
REAL CALIFORNIA
300GR**



**PHÔ MAI XANH
REAL CALIFORNIA
100GR**

COMPETITION DAY

Please note, that all our judges are all highly qualified and the Real California Milk Pizza Challenge organizers are not involved in any judging decision.

In the spirit of good sportsmanship, if needed, assist your fellow competitors if they are in need of help. It may be you one day!

We know that a competition in front of the public can be daunting. Arrive one hour before your scheduled start. This allows you to register and familiarise yourself with your surroundings. Make sure you attend the pre-competition on **Monday, 17th March 2025, 13:00, at I.C.E, Hanoi, Vietnam.**

- Competitor must bring own pre-made dough, sauce(s), and toppings (maybe bring extra...just in case) for 4 pizzas, each 25 - 30cm in diameter.
- Transport products in plastic containers. Glass containers will not be allowed in the competition area. Try to avoid one-way plastic products.
- Bring all product ready to use. **There will be no preparation area for pre-competition.**
- Bring all products in insulated coolers to maintain cold chain. Products not suitably chilled can result in disqualification.
- You must prepare and cook the pizzas in the competition area.
- All contestants will be assigned numbers in order of the receipt of registration and payment.
- Contestants will remove finished pizza from oven and place it uncut on the Ooni 14" Serving Board supplied with nothing else. The pizza will then be escorted to the judging table by a runner. You should have a short description of your pizza on the recipe card. The runner will then cut the pizza and allow each judge to choose a slice (piece).
- The judges will assess and note on the judging sheet. Then the table is cleared by the runner.
- Competitors will receive feedback from the judges at the judging table, immediately after judging is complete.
- Advice or direction (coaching) from the side line is not allowed and can lead to the disqualification of the contestant!
- The competitor is the only one allowed in the competition area.
- Judges' decision is final in all matters during the competition.
- In all other matters relating to The Real California Milk Pizza Challenge Vietnam, the Competition Coordinator's decision is final.
- All recipes, event photography and filming of contestants and pizzas become the property of the organizer of the Real California Milk Pizza Challenge Vietnam and may be used in future promotions, advertising and publications.
- The daily scores will be posted outside the competition office.
- Medals according to score will be awarded daily if possible.
- The overall winner will be announced at the final prize giving on the last day of the competition.



CLASSES – ENTRY FEE – SESSION TIME

REAL CALIFORNIA MILK PIZZA CHALLENGE			ENTRY FEES (VND)	SESSION TIME
Class P1	[Professional] Traditional Italian Pizza + Real California Signature Pizza with Vietnam Ingredients		480.000	30 mins.
Class P2	[Professional] Traditional Italian Pizza + Plant Forward Pizza		480.000	30 mins.
Class P3	[Professional] Traditional Italian Pizza + Dessert Pizza		480.000	30 mins.
Class S1	[Student] Traditional Italian Pizza + Real California Signature Pizza with Vietnam Ingredients		480.000	30 mins.
Class S2	[Student] Traditional Italian Pizza + Plant Forward Pizza		480.000	30 mins.
Class S3	[Student] Traditional Italian Pizza + Dessert Pizza		480.000	30 mins.
<p>The Vietnamese [Professional] & [Student] Pizzaiolo with the highest scores will represent Vietnam at the “International pizza Challenge” in Las Vegas, USA in 2026</p> <p>CMAB will sponsor travel and accommodation costs.</p>				

Note: Acceptance with full payment only and based on a first-come-first-served basis.

The Organizer will not refund if the candidate withdraws the entry for any reason, unless the class you registered for is full, and you don't want to change to another class.

GENERAL INFORMATION

The 3rd Hanoi Salon Culinaire 2025 is held in conjunction with Food & Hospitality Hanoi 2025.

Time: 18 - 20.03.2025

Venue: Hanoi International Exhibition Center - I.C.E Hanoi
91 Tran Hung Dao Street, Hanoi, Vietnam

Organizer

Mr. Norbert Ehrbar Organizing Committee

Ms. Crystal Nguyen Organizing Committee

Ms. Chloe Nguyen Organizing Committee

Email: hanoisalonculinaire2025@gmail.com

Hotline HNSC2025: Ms. Chloe Nguyen 0909071093 (Zalo - WhatsApp)

Exhibition Time: 09:00 – 17:00 (open to public)

Competition Time: 06:00 – 17:00 (for participants of HNSC2025)



Entry badges are non-transferable and will be issued to competitors one day before the start of the show before and after the Pre-Competition Briefing on Monday, 17th March 2025, 13:00 at **Hanoi International Exhibition Center - I.C.E Hanoi - 91 Tran Hung Dao Street, Hanoi, Vietnam.**

Registration Deadline: 28th February, 2025

Registration accepted on a first-come-first-served basis, and only once full payment has been received.

The Organizer will not refund if the candidate cancels for any reason, unless the class registered for is full and the participant does not want to change to another class. Please consider carefully before registering.

Participant must be **18 years or older**. Participants can register for as many classes as they like, but are limited to 1 entry per class. Participant must submit recipes including ingredients for each registered class.

Entry Fee: VND480,000/entry/class. Participant who register for multiple classes automatically multiply.
Entry fee includes VAT.

Bank transfer information:

Account Name: **Song Hoa Trade Service Company Limited**

Account Number: **1032075266**

JOINT STOCK COMMERCIAL BANK FOR FOREIGN TRADE OF VIET NAM

Vietcombank – Ky Dong Branch

Remark: YOUR FULL NAME – MOBILE NUMBER HNSC2025

All participant completing their registered class(es) will receive a certificate of participation.

Unclaimed certificates will be disposed of after 3 weeks.

All participants have the opportunity to win medals and special prizes based on their achievements.

The judges' decision is final.

CERTIFICATES – MEDALS – TROPHIES & SPECIAL PRIZES

A Certificate of Participation will be presented to all competitors if they completed the classes for which they registered.

The respective Medals will be presented to any competitor, which attain the following points (no half points will be given):

Gold	90 - 100 Points
Silver	80 - 89 Points
Bronze	70 - 79 Points
Diploma	60 - 69 Points



REAL CALIFORNIA MILK PIZZA CHALLENGE PRIZES



PROFESSIONAL CHAMPION - TROPHY & VND5,000,000

Presented to the individual professional chef who accumulates the total highest points in at least 2 Pizza Classes (P1-P2-P3).

PROFESSIONAL 1ST RUNNER UP - TROPHY & VND3,000,000

Presented to the individual professional chef who accumulates the total second highest points in at least 2 Pizza Classes (P1-P2-P3).

PROFESSIONAL 2ND RUNNER UP - TROPHY & VND2,000,000

Presented to the individual professional chef who accumulates the total third highest points in at least 2 Pizza Classes (P1-P2-P3).

STUDENT CHAMPION - TROPHY & VND5,000,000

Presented to the individual student who accumulates the total highest points in at least 1 Pizza Class (S1-S2-S3).

STUDENT 1ST RUNNER UP - TROPHY & VND3,000,000

Presented to the individual student who accumulates the total second highest points in at least 1 Pizza Class (S1-S2-S3).

STUDENT 2ND RUNNER UP - TROPHY & VND2,000,000

Presented to the individual student who accumulates the total third highest points in at least 1 Pizza Class (S1-S2-S3).



REAL CALIFORNIA MILK PIZZA CHALLENGE SPECIAL PRIZES



THE VIETNAMESE [PROFESSIONAL] & [STUDENT] PIZZAIOLO WITH THE HIGHEST SCORES WILL REPRESENT VIETNAM AT “INTERNATIONAL PIZZA CHALLENGE” IN LAS VEGAS in 2026.

CMAB will sponsor travel and accommodation costs. The winners must be over 18 years old, hold a passport and meet the requirements for a US visa.

REAL CALIFORNIA PIZZA CHALLENGE LAYOUT

Main Hall Booth J2-14

Spectators

Spectators



This layout may change without prior notice

Spectators

SETUP PIZZA – P1-P2-P3-S1-S2-S3



Ooni Volt 12 Electric Pizza Oven

Cooking surface: 33.7cm x 33.7cm

Baking Stone

Temperature up to 450°C

2 Ovens for each Competitor



LY GIA VIEN

- 1 Counter Chiller + 1 Trolley
- 1 Large, Square Pizza Peel
- 1 Small Round, Turning Peel

- 4 Bamboo Serving Boards
- 1 Each Stainless Bench Scraper
- 1 Each Oven Cleaning Brush/Scraper

EQUIPMENT FOR THE JUDGES

- Infrared Thermometer

- 2 Pizza Cutter

HNSC2025 BRIEFING & INTRODUCING SPONSORED PRODUCTS

Facebook: <https://www.facebook.com/HNSC2025/>

PRE-SHOW BRIEFING & BADGES

Time: **13:00 Monday, 17th March 2025**

Venue: **Hanoi International Exhibition Center - I.C.E Hanoi**

91 Tran Hung Dao Street, Hanoi, Vietnam

COMPETITION PROCEDURE

60 minutes before the competition time: Participant must be presents at the Standby Area.

30 minutes before the competition time: Upon receiving the OK from the kitchen manager, participant enters the station to enters the station to set-up (Participant not present will be disqualified).

End of competition time: Participant must clean up its station and vacate as quickly as possible.

After clean up the participant will be invited to the judges table to receive comments from the Jury.

The Organizing Committee is not responsible for the loss or damage of participants' property.

The Prize Giving Ceremony is every day from 17:00 - 18:00.

(Special awards will be awarded on the last day of the competition).

Participants must wear chef jacket, chef pan and chef shoes to attend the prize giving award.



