

*Coupe du Monde
de la Pâtisserie*

FINALE
LYON
2017

SIRHA SPIRIT

FINALE

COUPE DU
MONDE DE LA
PATISSERIE

22-23
January
2017

LYON

PRESS KIT

15 SEPTEMBER 2016

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THE WORLD HOSPITALITY
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SUMMARY



THE PASTRY CHEF FACTORY	4	CONTESTS NOVELTIES	9
SELECTION PROCESS	6	STORIES	12
SCHEDULE.....	7	THE FOOD SERVICE DIVISION OF GL EVENTS EXHIBITIONS.....	13
MARKING CRITERIA	8	CONTACTS	14

THE PASTRY CHEF FACTORY



THE 21st CENTURY – THE TRIUMPH OF PASTRY

Comfortable TV audiences, bestsellers in libraries with tens of thousands of copies sold, countless new pastry shops opening in France and around the world: the success of all things sweet is here to stay as a gourmet safe-haven and a new worldwide passion.

Gabriel Paillason is the only person to hold two 'Meilleur Ouvrier de France' distinctions, one obtained as a pastry chef in 1972 and the other as Ice-cream specialist in 1976. He did not to wait for the trend or the need to arise in order to have a vision. In the wake of the creation of the Bocuse d'Or by his friend Paul Bocuse in 1987, this son of a weaver and an ironing lady launched the 'Coupe du Monde de la Pâtisserie' in 1989.

A CONTEST IN TUNE WITH ITS TIMES



The values it upholds were set from its creation: commitment, solidarity, respect, rigour, precision, excellence. Nearly 30 years later they are still relevant. Yet, beyond the unchanging values, the contest itself has evolved over the course of the successive editions to anticipate and adapt changes in taste, habits, techniques, etc. The continuous exchanges among the participating nations also contribute to enrich the event.

Today, pastry chefs are true creators, stylists of pâte à chou, icing maestros, sculptors of textures and artistic directors for their creations. They use pens to draw up pieces that are worthy of fashion designers or goldsmiths. They master modern tools, are well versed in the chemistry of their raw materials and are continuously honing their art.



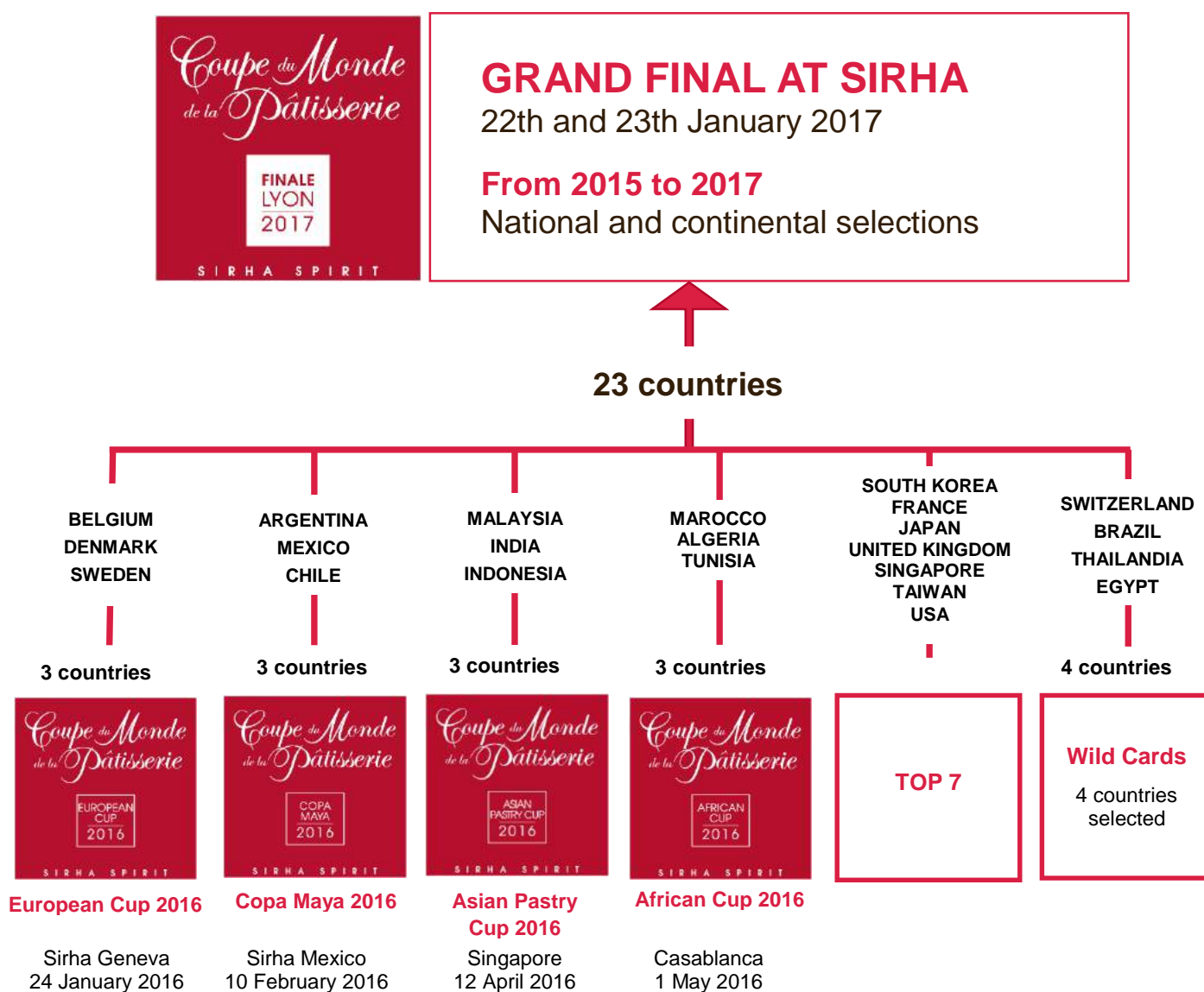
The Coupe du Monde de la Pâtisserie also involves a human and solidary touch, as each trio must show excellent organisational and coordination skills. The Coupe du Monde de la Pâtisserie is the reference event for the pastry industry, every two years it rewards the best artists and artisan creators of all things sweet; and for many years to come.

SELECTION PROCESS

WORLD CUP OF STAMINA

Following a series of qualifying rounds that are held over a two-year period, after 50 national selection events and 4 continental events, the final brings together 23 teams (including 4 wildcards) composed of 3 specialists (sugar, chocolate, ice-cream). They have 10 hours in which to create an artistic piece made of sugar, another one made of chocolate, and a last creation made of hydric ice, with a total of 69 tasting sessions for the members of the jury.

The final takes place as part of the Sirha trade show, in the heart of a large 8,000 m² contest space featuring a stage where the participants perform live, and the tiers from which the public cheer on the chefs. The atmosphere is that of a top-level sports event, 'a Formula 1 track', as its creator likes to say.



SCHEDULE

SUNDAY 22th JANUARY 2017

BOX 1 : United-Kingdom

BOX 2 : Mexico

BOX 3 : Belgium

BOX 4 : Argentina

BOX 5 : Tunisia

BOX 6 : Thailandia

BOX 7 : Singapore

BOX 8 : Indonesia

BOX 9 : Malaysia

BOX 10 : Japan

BOX 11 : Brazil

BOX 12 : France

MONDAY 23th JANUARY 2017

BOX 1 : Algeria

BOX 2 : India

BOX 3 : Sweden

BOX 4 : Marocco

BOX 5 : Switzerland

BOX 6 : South Korea

BOX 7 : Denmark

BOX 8 : Chile

BOX 9 : Égypt

BOX 10 : United-States

BOX 11 : Taiwan



MARKING CRITERIA

CRITERIAS	MARKING	COEFFICIENT	TOTAL
WORK			
Marks awarded for hygiene, timeliness, organisation, skill, optimised use of the ingredients order form.	20 points	4	80
TASTING			
CHOCOLATE DESSERT			
Marks awarded for taste, cutting and originality, use of referenced products	20 points	8	160
FROZEN FRUIT DESSERT			
Marks awarded for taste, cutting and originality, use of referenced products	20 points	8	160
DESSERT ON A PLATE			
Marks awarded for the presentation of the plate, taste, originality, typicality, use of products from the candidates' countries	20 points	6	120
PRESENTATION OF THE BUFFET			
<i>Marks awarded for the artistic appeal, originality of the chosen theme</i>	20 points	3	60
CLEANLINESS - TECHNIQUE, ASSEMBLY – FINISHING - ARTISTIC ELEGANCE			
Ice creation	20 points	4	80
Sugar creation	20 points	3	60
Work on the flower made of drawn sugar	20 points	2	40
Chocolate creation	20 points	3	60
Sculpting of the chocolate block	20 points	2	40



CONTESTS NOVELTIES

A NEW PRESIDENT OF THE I.O.C: PHILIPPE RIGOLLOT



For its 15th edition, the Coupe du Monde de la Pâtisserie welcomes **Philippe Rigollot as the new president of the International Organizing Committee (I.O.C.)** under the aegis of Gabriel Paillason, president founder. Holder of the 'Meilleur ouvrier de France' distinction for pastry in 2007, he was also a brilliant prize-winner in the 2005 edition of the Coupe du Monde de la Pâtisserie with his team members Christophe Michalak and Frédéric Deville. He is no newcomer to the event. Besides his exceptional track record, he also brings his original and modern approach to the world of sweet gourmet creations, adding to the relevance of his appointment. After eight years with Lenôte and two at Frédéric Anton's Pré Catelan, Philippe Rigollot worked alongside Anne-Sophie Pic between 2000 and 2010.

He was part of the adventure that led to the 3rd star being awarded by the Guide Michelin in 2007. This experience had a significant influence on Philippe Rigollot, in particular when he opened his first pastry shop in Annecy with his wife Elodie.

Pioneer of a new generation of pastry chefs, his identity finds its source in the fundamentals of the trade that he pushes to their limits, always keeping an eye on the latest developments, and thanks to his impeccable mastery of modern techniques. The chef who is in his forties always wears a generous smile and is keen to be recognized as an active president. He is grateful to be given this opportunity to share his skills and pass on his unique expertise. This is something he will undertake for the participants of course, but also for the public, at the venue or via the contest Web TV, by offering precious technical commentaries during the final in 2017. With his natural verve, he will bring a human touch to whisking technique, pedagogy to caramelization.

AFRICA TO THE FORE

During the 2017 contest final, Philippe Rigollot will be accompanied by Kamal Rahal Essoulami, Honorary president. The 45 year old chef is emblematic of Moroccan gastronomy and embodies a new pastry art in this country that is steeped in tradition. This is a first for the African continent and crowns the superb victory of Morocco in the African Cup of the Coupe du Monde de la Pâtisserie 2016, which was held in May in Marrakech.

It also highlights the booming development of pastry art around the world. With 50 national selection rounds and 4 continental events the Coupe du Monde de la Pâtisserie is the only pastry contest to boast such worldwide standing. It opens up new perspectives, brings new understanding, and serves as a fantastic springboard for young pastry chefs who are keen to meet and discuss with their peers. The new pastry chefs who took part in the contest in Thailand, India, Indonesia and Chile will certainly agree.

NEW TESTS



The final of the Coupe du Monde de la Pâtisserie is typically structured into three major tests involving sugar, chocolate and ice-cream.

For the sugar test, the regulations of the final to be held on January 22nd and 23rd 2017, introduces an additional requirement: a flower made of sugar to be integrated in the artistic creation, this can be a rose, carnation or orchid. The participants will place extra emphasis on aesthetics for their presentation, as this is one of the aspects particularly appreciated by the public.

Also, the chocolate masters will be required to use hollow casting and no longer solid chocolate for their sculptures, which significantly increases the risk of breakage right up until the last minute. After 10 hours the teams will present: 1 artistic creation made of chocolate (hollow cast), 3 chocolate desserts, 1 artistic creation made of sugar using hollow cast integrating a flower made from drawn sugar, 1 artistic piece carved out of hydric ice, 3 frozen fruit desserts, 15 desserts served on a plate. More than ever they will need to show abnegation and push their limits. However, the teams, who already know the order in which they will be competing, are ready to take up the challenge!

ECO-RESPONSIBLE AWARD

For the 2017 edition, true to its commitment in favour of sustainable development the Coupe du Monde de la Pâtisserie has decided to significantly diminish the quantity of material used to create the artistic piece made of chocolate. Participants therefore have a much smaller margin for error. But, this also offers them an opportunity to demonstrate their eco-responsible commitment. A new prize will also be presented to reward the team that made the best use of the raw materials available and optimized its waste management.

INCREASINGLY SELECTIVE IN 2019



Reaching the final of the Coupe du Monde de la Pâtisserie has never been an easy undertaking, but the qualifying process will become even more difficult for the final to be held in 2019. Indeed, **it will no longer be 7 but 5 countries that will be qualified without having to prove their worth through the continental selection events**: the best ranked teams in the final tests. A way of stating that nothing should be taken for granted and that excellence and artistic performance stem necessarily from basics that must be perfectly mastered. This is an aspect that the judges for the different tests always check with utmost scrutiny.

STORIES

BELGIAN COMEBACK

Belgium is a regular on the podium and actually came first in 1995 with Pierre Marcolini, Rik de Baere and Gunther Van Essche, but it has been more discrete in the recent years.

After two Bronze medals in 2009 and 2011, the country did not make the podium in 2013 or in 2015. This was an unbearable insult for the land of chocolate and waffles.

In view of the final in 2017, the top pastry authorities decided to invest seriously in the event and set up a new team. Nicolas Arnaud and Mathieu Dierinck practiced like devils (Red) to prepare for the Coupe Europe - the top level continental selection event held as part of Sirha Genève in January 2016. Bingo! The duo won gold and earned a place in the grand finale that will take place in January 2017 in Lyon, where there have great ambitions!

A superb illustration of regaining control and the confirmation that the Coupe du Monde de la Pâtisserie is truly the grail both for pastry chefs and the nations they represent.



DON'T LOOSE YOUR BEARING – KEEP AN EYE ON THE NORTH!

Since the creation of the Bocuse d'Or in 1987, no one is surprised to see the Scandinavian countries achieve a place on the podium of the greatest cooking contest in the world, at every edition without exception.

For pastry on the other hand, it's another story! Not a single medal in 14 editions. The Nordic countries seemed to be missing something. An anomaly that may well be soon corrected. Indeed, showing the same combination of modernity, rigour and dynamism that has led to their success in cuisine, the ambitious Scandinavians are rapidly making their way to the top. And when they put their mind to it the results follow suit.

In the 2015 final, Denmark finished in 5th place and Sweden achieved 7th position. Keep an eye on the North!

THE FOOD SERVICE DIVISION OF GL EVENTS EXHIBITIONS

Managed by Marie-Odile Fondeur, the Food Service Division boasts impressive expertise in the organization of trade fairs and events addressing all types of catering. The most emblematic being the **Sirha**-the world's rallying point for the catering and hotel industries- and the prestigious **Bocuse d'Or** and **Coupe du Monde de la Pâtisserie**, which finals are held every two years during the Sirha in Lyon.

The next events that will be organized by the Food Service Division of GL events Exhibitions will be:

OMNIVORE MONTREAL

16 – 19 September 2016

SIRHA RIO

4 - 6 October 2016

Featuring the regional selections of Coupe du Monde de la Pâtisserie and Bocuse d'Or

OMNIVORE LONDON

21 – 23 October 2016

SIRHA ISTANBUL

24-26 November 2016

Featuring the regional selections of Coupe du Monde de la Pâtisserie and Bocuse d'Or

OMNIVORE ISTANBUL

24 – 26 November 2016
during Sirha Istanbul

SIRHA MEXICO

8-10 February 2017

Featuring the continental selections of Coupe du Monde de la Pâtisserie and Bocuse d'Or

OMNIVORE PARIS

5 – 7 Mars 2017



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About the Coupe du Monde de la
 Pâtisserie
Coupe du Monde de la Pâtisserie

“Since its creation in 1989, the ‘Coupe du Monde de la Pâtisserie’ has stood out thanks to its openness and motivation to welcome talents from all horizons, bringing new countries to the forefront of the international pastry scene. Every two years the contest brings 22 teams together in Lyon (France) to compete live in front of an enthusiastic audience. They deliver a dazzling performance demonstrating wonders of creativity, both in terms of taste and artistic talent.”

Gabriel Paillason

Coupe du Monde de la Pâtisserie, 22-23 January 2017

Chefs' area

A Sirha event, 21-25 January 2017

Eurexpo Lyon, France



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