



Genava, 26 January 2014

European Cup Selection event for the “Coupe du Monde de la Pâtisserie”

Palexpo (Hall 2)

THE UNITED KINGDOM BECOMES THE EUROPEAN PATISSERIE CHAMPION

Following an exciting and impassioned competition, Barry Johnson - Rococo Chocolate - and Nicolas Belorgey - Cordon Bleu London- representing the United Kingdom, have won the European Cup that was held during the Sirha Genève trade exhibition and serves as the selection event for the Coupe du Monde de la Pâtisserie. A prestigious title that opens the doors to the Coupe du Monde de la Pâtisserie that will take place as part of the next edition of Sirha Lyon, 25th and 26th January 2015, alongside Denmark (Silver medallists), Sweden (Bronze medallist), and Switzerland that was attributed a Wild Card. Packed with exchanges and innovations the European selection for the Coupe du Monde de la Pâtisserie is the most grandiose show European patisserie has to offer. It is a wonderful showcase for Europe’s spectacular savoir-faire in the pastry art.

“The Coupe Europe -selection event for the Coupe du Monde de la Pâtisserie- is a major international contest in the realm of gourmet sweetness. It is also a top of the range contest, one that drives changes in the pastry art, and introduces new trends and innovations. In each edition the chefs manage to surpass themselves, and the level increases!” explains Claire Heitzler, President of Honour of this year’s edition.

“The first major evolution introduced by the Cup was to federate the pastry chefs who initially worked individually, exchanging very little. It has also revolutionised the dessert on a plate, which has become one of the highlights of any gourmet meal” adds Gabriel Paillason, President Founder of the Coupe du Monde de la Pâtisserie.

A contest placed under the sign of audacity

The most promising talents of the moment surpassed themselves in terms of creativity to express the latest trends in their respective countries. Their superb performance promoted the European culture of pastry art with great panache.

“European pastry chefs have an audacious avant-garde approach to patisserie. This is illustrated proudly today by the United Kingdom, Denmark, and Sweden and will certainly contribute to a dazzling show for the final in Lyon 2015, which level is ever increasing”, reports Florent Suplisson, Director of Contests and Gastronomic Events.

Six European countries under the spotlight

After a series of national selection events, this 2014 edition placed six countries under the spotlight: Israel, United Kingdom, Russia, Sweden, Switzerland, and Denmark. With the support of highly qualified logistics and technical staff, the teams mustered their very best efforts and worked relentlessly to bring back the Cup, undergoing a preparation programme worthy of a top sporting event. Coaching, team building, physical training... nothing is left to chance!

Four qualifying places for the Coupe du Monde de la Pâtisserie 2015

Five prizes were awarded after marking by the judges:

- 1st Prize: 4 000 € in prize money, a trophy and three gold medals, won by the United Kingdom
- 2nd Prize: 2 000 € in prize money, and three silver medals, won by the Danish team
- 3rd Prize: 1 000 € in prize money, and three bronze medals, won by the Swedish team
- Chocolate prize, won by Sweden
- Sugar prize, won by Denmark

- and also a wild card: Switzerland.

Don't miss the final at the Sirha Lyon in January 2015!

About the European Cup, selection event for the Coupe du Monde de la Pâtisserie

Since 1989, the Coupe du Monde de la Pâtisserie, created by Gabriel Paillason has become a landmark event in pastry art worldwide, federating the trade and revealing new talents and innovations. It is the only contest that is organised by professionals in the pastry trade for professionals in this trade. In 2014, in order to assert its international anchoring and enable it to express its full potential, the European Cup was held as part of Sirha Genève, at the heart of the continent that created patisserie. As a tourist and business hub boasting 10'000 hotel rooms, including 17 5-star hotels, Geneva is the perfect choice to host the event. In a region that has more than 5'300 hotels, 17'000 restaurants and over 9'000 catering businesses, decision makers in the catering and hotel industries are constantly on the lookout for new solutions to accompany their development.



The European Cup was held as part of the **Sirha Genève**, the **Franco-Swiss trade exhibition for the catering and hotel industries**. The event took place from January 26th to 28th at the Palexpo venue and brought together 180 exhibitors.

Sirha Genève and the European Cup, selection event for the Coupe du Monde la Pâtisserie are two of many professional events and trade exhibitions organised by GL events group designed for the Food Service and Hotel industries.

Managed by Marie-Odile Fondeur, the Agrofood Division boasts impressive savoir-faire in the organisation of trade exhibitions and events for all forms of catering. The most emblematic examples are the Sirha -the world's meeting place for the Catering and Hotel industries- and the prestigious Bocuse d'Or and Coupe du Monde de la Pâtisserie, which finals are held as part of the Sirha, every two years in Lyon.

The next events to be organised by GL events Exhibitions' Agrofood Division will be Europain and SuccessFood from March 8th to 12th, 2014 in Paris, before Sirha Moscow from March 24th to 26th, and Sirha Istanbul from November 27th to 29th 2014. The next edition of Sirha Lyon will take place from January 24th to 28th 2015 at Eurexpo Lyon, France.

For further information visit www.cmpatisserie-europe.com

Photos

HD photos available at:

<http://joomeo.com/SirhaGeneve2014>

User name: Presse

Password: PresseSirha2014

Photo credits Coupe du Monde de la Pâtisserie, Sélection Europe

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Internet website and social media

www.cmpatisserie-europe.com



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