



The Coupe du Monde de la Pâtisserie reaffirms its position as major pastry event with a new visual identity

www.cmpatisserie-europe.com

Today pastry is vibrating with new life, appearing in the top stories of all medias and its creations are raised to the rank of real jewels. In this context, the Coupe du Monde de la Pâtisserie wants, more than ever, to reaffirm its status as the real reference event in the pastry field worldwide. It just revealed its new visual identity inaugurated for the next European Cup, during the Sirha Geneva trade show, 26th January 2014, and of course for the next final in January 2015 in Lyon.

The product in majesty

The new visual identity aims at glorifying the beauty of the product, result of the unmatched know-how of the pastry chef. It is a plated dessert picture realised by one of the team which participated on the last contest final. The framing of this photo, its uncluttered treatment emphasizes the excellence, the fineness, the technical precision which are necessary to produce this real ephemeral work of art.

Pastry makes itself glamour and the Coupe du Monde de la Pâtisserie is the event that strongly defends its values of modernity, dynamism and passion. The final and the European Cup will have their own visual identity and the pictures will change in the time. The final 2015 will have its own image.

As for the Bocuse d'Or, the other major international contest by Sirha, the new trademark block supports the logo. It clearly identifies the dates, location and name of the different stages of the contest (national and continental selection events, then the world final). The logo located at the top of the trademark, does not change.



Upcoming Coupe du Monde de la Pâtisserie events

- **European Cup
Selection for the Coupe du Monde de la
Pâtisserie**

26 January 2014, during Sirha Geneve
(Palexpo, Switzerland)

- **Coupe du Monde de la Pâtisserie
World Final**

25/26 January 2015, during Sirha
(Eurepxo Lyon, France)

Created by Esprit Public