

January 2007



Partners



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de la Pâtisserie
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AUX SOURCES DU GRAND CHOCOLAT®

Valrhona

World Pastry Cup 2007 Official Founder Partner

The story of VALRHONA, created in 1922 by an artisan pastry chef with a passion for his work, is all about the quest for excellence, an insatiable desire to create the best chocolates in the world.

For decades, VALRHONA has traveled to production areas to find the best cocoa beans, perfecting methods and recording know-how. We have learned about different species of cacao trees, cultivation and harvest conditions, assembly of batches of beans, identification of flavors, development of tastes, manufacturing processes, in order to embellish the image of Grand Chocolat... and thus win acclaim.

VALRHONA's business also concerns encouraging initiative and talent. This is why we support teams coming from all over the world to enter the World Cup, from selection level to the final in Lyons.

VALRHONA has been involved since 1989 as the Official Partner-Founder of the World Pastry Cup.

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21-22 January 2007 - Eurexpo Lyons - France**



Ravifruit

World Pastry Cup 2007 Official Partner

The excellence of fruit to serve the creativity of professionals !

For more than 20 years of knowledge and experience of fruit, Ravifruit has been giving you the finest fruit of our soil that nature has to offer, respecting essential values: the authentic taste of fruit, respect for the nature, service and absolute quality.

To this end, Ravifruit is involved in the control of the whole fruit network, from orchards to finished products:

- Through contracts with supplier-partners: local producers from the Rhône-Valley, producers from Ivory Coast for exotic fruit... with a guaranteed traceability up to the production parcel.
- Through strict selection of fruit and harvest when fruit is fully riped
- Thanks to a working process adapted to each fruit and respecting the HACCP norms
- Through natural products without flavour added, nor colouring, nor preservative.

Ravifruit gives the best of fruit to confectioners, ice-cream makers, restaurateurs, with a wide range of products:

- Natural Fruit Purees (Frozen Purees / Pasteurized Purees)
- Fruit Preparations
- Individually Quick Frozen (IQF) fruit and fruit selection for decor
- Frozen fruit salads
- Sauces and fruit coulis
- Frozen fruit cocktails
- Mix for sorbet.

Thus, Ravifruit has naturally promoted international teams in competition for the World Pastry Cup for 10 years.

It is indeed by being in contact with the most requiring that we can be stated as "the" reference to defend our values and those of pastry art worldwide.

It is such a reward to see our products sublimated by the art of these artists and to contribute with them to the production of fruit pastry!

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Convotherm / Groupe Enodis

World Pastry Cup 2007 Partner

Enodis

With a presence in 147 countries and with 913 service companies around the world, ENODIS is a global Food Service Equipment leader.

ENODIS owns 28 manufacturers in 8 different countries and has many prestigious brands including: Convotherm, Frymaster, Cleveland, Garland, Lincoln, Scotsman, Guyon, Technyform,...

ENODIS is proud to supply some of the largest food service companies such as McDonald's, Burger King, Pizza Hut, Coca Cola, KFC, Buffalo, Flunch, Autogrill, Sodexho, Compass, Générale de Restauration, Carrefour, Unilever, Amarark,...

ENODIS supplies *** Michelin restaurants such as Le Louis XV d'Alain Ducasse in Monaco, Restaurant Pierre Gagnaire in Paris but also general catering, public facilities, Central Kitchens, ...



Convotherm is an ENODIS subsidiary and is the inventor of the unique "Closed System" method of cooking which can realise a 30% water saving and a 25% energy saving for all users.

Convotherm combi-ovens are made in Germany and the range has 28 models with or without boiler, gas or electric, from 6 to 40 grids which are suitable for all types of kitchens: High Class Restaurants, public facilities, general catering or distribution.

Convotherm always listens to Chefs and has integrated the latest technology in their ovens to make them easy and friendly to use and to achieve the finest cooking results.

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Banette

World Pastry Cup 2007 Associate Member

Quality is the key to the future for Banette master bakers

Banette is a specialist association of millers and 3000 independent bakers, 800 of whom operate under the name "Banette Bakery", all striving to preserve the authentic quality of real hand-made bread. So Banette is not just a bakery chain, it is an association of partners committed to respecting strict quality criteria governing the raw materials and methods they use to bake bread.

Banette, a professional commitment

The idea behind Banette germinated in the early 80s, in response to consumers' increasing demands for quality bread and that fresh home-baked taste. Some forty millers got together and began offering their partner bakers a traditional baking method that kept all the traditional taste by using a special fermentation method and produced bread that kept for longer, in response to consumer demand. This makes Banette a real professional quality label, respecting that great tradition of French bread.

Rigorously upholding these strict breadmaking criteria results in bread with that authentic taste, baked using certified "Red Label" quality flour since 1989 (20% of the volume of flour sold to master bakers). Banette has also kept in constant touch with what consumers want, helping it to make a name for itself and making Banette France's biggest name in bread-making.

Banette is striving to build on this success by concentrating all its efforts on maintaining these quality criteria. With this aim in mind, 1998 marked the beginning of an internal audit of the entire network, enabling Banette to keep in touch with the needs of tomorrow's consumers:

Banette has developed the Original Banette, the famous hand-shaped baguette that can be instantly recognised by its pointed ends. For the year 2000, Banette intends to expand its top-of-the-range loaves by launching the Banette 1900, made from top-quality traditional French flour. This will be followed in spring 2001 by the Farmhouse Banette. Lovers of good bread will then have a choice of three types, the Original Banette, the Banette 1900 and the Farmhouse Banette. And as far as special loaves are concerned, the most original varieties include the High-Fibre Banette, the Harvest Banette and the Briare Banette.

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BRAGARD

Bragard

World Pastry Cup 2007 Associate Member

Professional clothing and Bragard: more than 70 years of complicity

From Paul Bocuse to apprentice chefs, from luxury restaurants to traditional guesthouses, Bragard has developed a unique relationship with the gastronomic world.

"It was then natural for Bragard to support a high profile event such as the 'Bocuse d'Or'." says Mr. Gilles Bragard, Director of Bragard. "Along the same line, since its creation in 1977, Bragard has been sponsoring the Club of the Chefs, which gathers Head of States' Head Chefs together".

Bragard, a unique savoir-faire.

Bragard offers a vast and varied collection of professional clothes for the catering industry and is internationally renowned for its exceptional quality and more specifically for the 'Grand Chef' range. With more than 70 years of expertise and a continuous search for innovation, Bragard has managed to turn corporate clothes into strong brand image vehicles.

In just 6 years since launching, its 'Cooking Star' range has already encountered an amazing success among all chefs who appreciate its dynamic and modern cut, as well as its easy to care for and affordable offering.

Dynamic as ever, this year Bragard is launching a new range of chef jacket called 'UNITED CHEFS'. It is designed for the whole brigade, from the commis chef to the head chef, for every moment spent in the kitchen, for every day use and for special occasions. Everywhere in the world.

Mme Monica Bragard and her team of designers also offer tailor made garments for clients whose brand image is of extreme importance. Bragard renews its collection twice a year and edit its catalogues in several languages to cater for professionals across the entire world.

Bragard, key facts & figures

- Turnover of 45 million of euros.
- Staff of 400 people spread among its headquarter in France, subsidiaries and distributors in Switzerland, Netherlands, Germany, Italy, UK, Spain and USA.
- A network of 140 exclusive representatives in France, United Kingdom, Germany, Netherlands, Switzerland, Italy, Spain and about 20 agents across the world.

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Charvet

World Pastry Cup 2007 Associate Member

"Signature equipment for professional kitchens"

For almost a century in Charavines, a small village in the Dauphine, Charvet have been building professional kitchen equipment.

Charvet is synonymous with quality and expertise we offer craftsman built cooking equipment in single units or as suites tailored to the specific needs of the individual kitchen.

Today Charvet offers two main lines of products:

- modular equipment that can be independent or configured together as suites (open burners, solid tops, chargrills, bratt pans, boiling pans) for local authorities, colleges or restaurants.
- J.Charvet bespoke range with stainless steel or coloured enamelled panels, brass or chrome finish, stainless steel work tops with a choice of polish.

Specific know how

At Charvet every project is given special attention with each cooking suite being first assembled and checked in the factory before installation on site.

From start to finish: all the ingredient of a bespoke range

Each bespoke cooking suite is a personalised project taking into account location, chef's requirements and space available.

We propose the ingredients and you choose the recipe.

You choose how you want them arranged, their size, power, specific fittings, special finishes and personalised colours. We do the rest.

Whether it is in the UK, Spain, Benelux, Scandinavia and of course in France the trademark portfolio is impressive and includes prestigious sites around the world such as

'Jules Verne' Tour Eiffel - 75 Paris, 'Sofitel' - 06 Cannes, 'Zebra Square' Monaco, 'Michel Sarran' - 31 Toulouse, 'La Ferme de mon Pere - Marc Veyrat' - 74 Megeve, 'La Cote St Jacques' Jean-Michel Lorrain - 89 Joigny, 'Le bistrot des saveurs' - 67 Obernai, 'Maison de l'Amérique latine' - 75 Paris, 'Airbus Industrie' - 31 Toulouse, 'La Cote d'Or' Bernard Loiseau - 21 Saulieu, 'Piersland House Hotel' - Glasgow, 'Four Seasons Resort- Domaine de Terre Blanche' - 83 Tourettes, 'L'olivier' - Mexico, 'Martin Berasategui - Spain, 'Simpson's' - Birmingham, 'Four Seasons - Canary Wharf' London & Hampshire, 'Malmaison' Hotels UK - 'Harvey Nichols Restaurant' UK

to name but a few

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The Committee for the Promotion of the Rhone-Alps Agri-business - R3AP

World Pastry Cup 2007 Associate Member

An original structure unique in France

It was created in 1986, through the initiative of the Regional Chamber of Agriculture, the Regional Chamber of Commerce and Industry and the Regional Chamber of Trade and Crafts, in order to assemble the different actors within a "structure of a third kind" that associated farmers, artisans, SMBs and industry to unite the energy and know-how of the companies and professional trade organisations.

Every year the Rhone-Alps Regional Council, a privileged partner of R3AP since its creation, supports the actions that play the role of initiator and accelerator.

A professional expertise for the promotion of the sector of activity

The Comité de promotion R3AP, a catalyst of energy, with its enthusiastic, dynamic and creative team presents the know-how and valorises the regional territories and products.

R3AP is a strategic centre of resources for the agri-business sector that accompanies the small or large businesses towards the new French and international markets whilst acting as:

- A producer of events for agri-businesses with their promotional, product innovation and export capacities,

- Advisor for consular organisations and the Regional Council,

In close collaboration with numerous networks and national and international financial partners such as the Consular Chambers, UBIFRANCE, COFACE, SOPEXA, ERAI R3AP conceives and stages numerous activities under four main themes:

Commercial and economic promotion (professional trade fairs, missions, purchaser receptions, information about international markets, business opportunities and operator research)

Collective promotion of the regional sectors of activity and professional syndicates as well as associative promotion of Rhone-Alps products.

Communication about the "Produit en Rhône alpes, une collection de saveurs", the signature for our regional products

Information, in particular through the reception of French and international journalists as well as the production of a monthly newsletter: "Références Agro Alimentaires".

The products and the chefs

One sole objective for this partnership: to assemble the regional poles of excellence centred around the agri-business, notably tourism and international development, in order to jointly create economic events to promote and develop a current of business with our region. When acting together as a group the media impact and economic results will undoubtedly be greater and the team spirit will provide a more rapid progression for the Rhone-Alps. This partnership is being undertaken for the second time thanks to the financial participation of the Rhone-Alps Regional Council.

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Dobla

World Pastry Cup 2007 Associate Member

Dobla is the world largest producer of chocolate decorations and chocolate cups. Dobla is about 60 years old and we sell nowadays to over 50 countries all over the world. We are known for our innovations, quality and truly unique marketing.

With 3 factories in Holland (30 minutes north of Amsterdam), in Belgium near Anvers and in Atlanta ,USA, we are able to cover a very large part of the market with short lead times. Our partnerships with many importers and distributors are strong and long lasting.

For our production, Dobla uses only high quality couvertures from France and Belgium. All our ingredients are natural. Certificates for HACCP, ISO, BRC, HALAL, and Kosher are a proof of our quality control and hygiene standards. We are proud to have famous food companies using our products like: Nestlé, Unilever, Carrefour, Accor, Sheraton, Danone, Disney, Burs al Arab, Haagen Dasz, Air France and Singapore Airlines. Our clientele are: Catering, Hotels, Restaurants, Patisserie shops and Dessert Industry.

Dobla employs about 100 people nowadays. It's a family company with a small board of directors. We are very glad to be a part of the Coupe du Monde du Patisserie. For several reasons. One of the main reasons is that the relationship with the best pastry chefs of the world pushes Dobla to think in a different way and the chefs give lots of inspiration to us. The partnership and our presence in the VIP Village make it possible for us to show our possibilities to the world of fine chefs and to partner with other suppliers in the same industry. We truly believe in this synergy and we are proud to be part of the event.

Dobla is very much looking forward to the Coupe du Monde du Patisserie 2007!

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Forest L'Art du Menu

World Pastry Cup 2007 Associate Member

Le Haut de gamme sur mesure...

C'est à Chassieu, près de Lyon, que notre société exerce avec dextérité et créativité son talent et ses compétences dans L'Art du Menu.

Nos produits sont personnalisés, avec passion et rigueur ... car la Société andré forest sait que chaque Maison est unique. Son savoir-faire, riche d'une expérience développée depuis plus de 40 ans et son esprit d'innovation sont prêts à étonner sa clientèle dans le respect de l'art et de la technique.

La société André Forest propose à ses clients restaurateurs-hôteliers :

- Menu
- Carte de digestifs
- Porte-menu
- Chevalet de table
- Carte apéritifs
- Vini-Box
- Carte brasserie
- Livre d'Or
- Cartes desserts
- Parure de bureau
- Porte-additions
- Room directory
- Livres de cave
- Sous-main
- Carte des cafés
- Livres de réservations
- Carte de bar
- Cartes de visite
- Carte de cocktails
- Dépliants publicitaires...

L'Art du Menu Forest apporte de nouvelles solutions :

Assurez-vous une plus grande flexibilité dans votre communication :

- Proposez un menu souvenir personnalisé à vos couleurs.
- Un nouvel événement arrive sur la région ? Faites un mailing avec une plaquette basée sur celui-ci, le taux de réussite en sera décuplé.
- Votre restaurant évolue : Décoration, agrandissement, étoile, style... Nous adaptons vos supports à ces changements.
- Vous voulez proposer des produits dérivés ? Etiquettes personnalisées et numérotées transformeront vos verrines ou bouteilles en un véritable support de communication ...
- Une envie de sortir un livre de vos recettes ou l'histoire de votre maison ? Découvrez la micro-édition, avec la possibilité de les tirer à partir de 10 exemplaires numérotés.
- Envie d'un beau livre de réservation ? Un livre rechargeable chaque année avec uniquement les pages pour vos jours et mois d'ouverture et bien sûr vos logos.

Les exemples sont nombreux et les possibilités offertes par l'impression numérique quasi illimitées.

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Friesland Foods Professional - Debic

World Pastry Cup 2007 Associate Member

Since its creation, Debic is one of the major partners of Food Service: Bakery, Pastry and Horeca.

European leading company in dairy and dairy based products we combine our talents with Food Service craftsmen to fulfil their requirements: product performance and quality, handling, service, innovation.

Our products and solutions are developed thanks to a day to day partnership with Food Service most demanding craftsmen in all countries where Debic is present: Belgium, Holland, Germany, United Kingdom, Spain and Italy.

Our main products ranges are:

- Creams for cooking and whipping applications
- Butters for croissant and cake applications,
- Basis for desserts and ice creams

Bolstered by these assets we are glad to go on with our partnership initiated in 2003 getting involved once again in this prestigious and worldwide event: the 2007 World Pastry Cup.

Debic, when talents are combined

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GL events

World Pastry Cup 2007 Associate Member

"The reason we decided, once again, to partner the Bocuse D'Or, international culinary award, is, above all, because we are strongly attached to our roots in Lyon, where we founded the Group 28 years ago. We support creative and internationally oriented projects in our region, which act as a standard bearer for the Lyon area" explains Olivier Ginon, Chairman of the GL events group.

Founded in 1978 in Lyon, GL events is today a world renowned reference in the field of events. Its vocation: imagining, designing, coordinating, hosting, and staging all types of events, all around the world.

As a partner to events organizers, GL events offers a unique service package: venue management, event organisation, and associated services for conventions, fairs and other types of events: galas, evenings, conventions, exhibitions, AGMs, product launches, inaugurations etc.

From its base in Lyon, GL events has expanded its activities outwards, accompanying major cultural and sporting events such as the Forum of Cultures in Barcelona, the Cannes Film Festival, the Biennials of Lyon, the Olympic Games, European and World Cup championships for both football and rugby, the America's cup, Equita Lyon (Equestrian Show) and Beach Volleyball in Paris.

GL events has 2 800 employees in 69 offices around the world, including 13 international locations. The company's turnover in 2005 was 434 million euros.

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Griottines Grandes Distilleries Peureux

World Pastry Cup 2007 Associate Member

Les Grandes Distilleries PEUREUX has elected to become a partner in the Patisserie World Cup, raising its profile with professionals in France and internationally.

Through its two flagship brands, **Griottines®** (Unique recipe for Wild Morello Cherries in liqueur and in Kirsch) and **La Cigogne®** (fruit brandies and Liqueurs), Les Grandes Distilleries Peureux products are now on the market in thirty countries, appreciated by apprentices and Master Chefs alike.

It was therefore quite logical for us to join them in this prestigious competition, the Patisserie World Cup.

It enables us to reaffirm our support for them and our commitment to remaining at the core of their profession.

This second participation in the competition is the outcome of a policy of supporting the professional world initiated more than 20 years ago.

When the **Griottines®** brand name was first launched in the 1980s, Les Grandes Distilleries Peureux took part in a number of regional, national and then international events, with the sole aim of sharing the passion of our expertise with the professionals we met there.

The logical outcome of this long-term policy, based on quality and service to the professional world, was to begin an association with this most prestigious and most international of competitions!

Naturally, Les Grandes Distilleries are contributing, together with **Griottines®** and **La Cigogne®**, all their experience, enthusiasm and professionalism to the different teams in the competition, together with supplies of their products, to ensure that this new participation is the "Griottine® on the cake" of this, the 2007 World Cup!

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JohnsonDiversey
Clean is just the beginning



JohnsonDiversey

World Pastry Cup 2007 Associate Member

JohnsonDiversey company, worldwide leader for professional hygiene, is born from the merger between Johnson Wax Professional and DiverseyLever.

Our solutions are dedicated to contract cleaners, institutional and industrial customers, especially in food service and food retail.

Our expertise covers the areas of kitchen hygiene, floor maintenance, Food & Beverage hygiene, laundry hygiene and general hygiene.

Our commitment is to offer the best solutions and services everyday and everywhere.

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KitchenAid®

Kitchenaid

World Pastry Cup 2007 Associate Member

KitchenAid® small kitchen appliances is proud to sponsor the World Pastry Cup of 2007. The history of KitchenAid® mixers could be said to parallel the history of advancing technology in the United States. It all began more than 90 years ago

Today, the legacy of quality lives on not only in the multi-functional stand mixers, but in a full line of kitchen appliances, such as blenders, food processors, hand mixers, toasters, etc. ..., sold across the world!

Every KitchenAid® product is guaranteed to be strong, reliable and versatile, each backed of quality and excellence.

The heavy-duty foodmixer 5KPM50EGR can be used for a wide variety of actions, including: stirring, mixing, beating, kneading dough, slicing, grating and grinding. This mixer is delivered with two 4,8 litre (One for 5KPM50EWH)

stainless steel bowls, two bowl covers, a 1 piece pouring shield and the standard accessories (dough hook, flat beater and wire whip). A whole range of optional and practical attachments are available such as a food grinder, a rotary vegetable slicer, a fruit/vegetable strainer, a De-Luxe pasta roller set, etc.. These heavy-duty performances have made from the KitchenAid® mixers a legend in kitchens, restaurants, hotels, bakeries, canteens, confectionaries and other commercial establishments all over the world!

The KitchenAid® mixers contain 5 main features and benefits:

1. FULL METAL CONSTRUCTION
Robust, stable and durable
2. ORIGINAL PLANETARY ACTION
Fast and thorough mixing
3. DIRECT DRIVE
Silent, reliable and long lasting
4. SMOOTH ROUNDED DESIGN
Easy cleaning and usage
5. SINGLE ATTACHMENT HUB
Ease of use and versatility

..... discover a legendary performer - and the whole range : Blenders, Toasters 2 or 4 slices and the new Espresso machine with grinder.

KitchenAid® "FOR THE WAY IS MADE"

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EMPATISSIERE.COM

Ville de Lyon

World Pastry Cup 2007 Associate Member

Since 2003 the city of Lyon has given enthusiastic support to the SIRHA exhibition, in particular to the Bocuse d'Or Award, during which professionals can meet up.

Lyon must keep up its reputation as show-case for top level know-how where gastronomy and catering are concerned and for the food industry as a whole. The Bocuse d'Or Award makes a high contribution to the city's international fame.

In order to involve citizens in these festivities during the SIRHA exhibition, "Lyon has taste" will be organised in the city centre with the help of shops and artisans on the theme Eat Art.

There will be exhibitions, events, best-dressed window competitions, etc.

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Elboma Koma

World Pastry Cup 2007 Member

MORE THAN 45 YEARS EXPERIENCE SERVING THE FOOD TRADE

ELBOMA KOMA: The only refrigeration specialists to directly take charge of manufacturing, installation, and maintenance. Koma guarantees you the best quality products and services. With technical and commercial branches all over France and Spain, our comprehensive range of products caters for all your production needs.

When it comes to professional refrigeration, KOMA sets the standard.

ELBOMA KOMA: THE BEST ADVICE GUARANTEED

Trained in the very latest food trade technology for refrigeration, our technical and commercial advisers are at your disposal no matter where you are in France and Spain.

ELBOMA KOMA: THE BEST SERVICE GUARANTEED

The installation and maintenance of your KOMA is performed by our own specially-trained technicians.

EXCLUSIVE AFTER SALES SERVICE

Elboma Koma guarantees its availability 7 days a week anywhere in France and Spain

KOMA has a complete range of refrigeration equipment to meet all the needs of professional food traders.

KOMA offers: Deepfreezers - system type H 80/20 (-40°C/-20°C)

Negative cold storage cabinets, VHD (-20°C/-28°C)

Positive cold storage cabinets, SKH (+2°C/+16°C)

Variotherm cold storage cabinets, RKVC (-28°C/+16°C)

Controlled fermentation rooms, CDS (-20°C/+40°C)

Deepfreeze tunnels, type IV, BLIZZARD, TURBO RUNNER.

ELBOMA KOMA has performed more than 8.000 installations in France and over 25.000 throughout the world.

ELBOMA KOMA - CUTTING EDGE TECHNOLOGY

All facilities equipped with a monocell II display can now be connected to the TELE-GUARD distance-surveillance system, which operates anywhere in the world, 24 hours-a-day, 365 days a year.

ELBOMA KOMA is delighted to make its equipment available to the candidates in such prestigious competitions as THE BOCUSES D'OR, competition which pays tribute to the skills and splendid abilities of professional food traders.

CONTACT: ELBOMA KOMA S.A
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World Pastry Cup - Coupe du Monde de la Pâtisserie
21-22 January 2007 - Eurexpo Lyons - France



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de la Pâtisserie
www.institutpaulbocuse.com
cupatisserie.com



INSTITUT PAUL BOCUSE
HOTELLERIE & ARTS CULINAIRES
LYON - FRANCE

Institut Paul Bocuse

World Pastry Cup 2007 Member

The Paul Bocuse Institute is a partner of the Bocuse d'Or Contest. Because this event is one of the most exceptional competitions in terms of Culinary Artistry, it is only natural that we participate. This is especially true for our students, as their skills and unique training are well adapted to provide professional assistance to the contestants.

The school's involvement in this prestigious, international event complements the excellence of its well-renowned competitors.

Excellence: our rigorously selected students receive high quality practical instruction (cooking, pastry, service, hotel trade...) and management, personal development from highly qualified professors, who are renowned professionals (including 3 'Meilleur Ouvrier de France') and reputed specialists (University lecturers, international consultants).

International: Each year, our Institute welcomes 300 students representing more than 37 nationalities. The students' experience is enriched by the multicultural environment.

Prestige: The innovative spirit, dynamism, and desire to excel implied by this contest are values which we endeavour to instil into our students. With this in mind, we ask our students to greet the participants at certain stands and in the 'Village', and to assist the contestants to the best of their abilities. This is also an occasion for our students to meet professionals, who in turn provide support to the students through work experience programs, or offers of employment.

We are happy and proud to associate our school with the Bocuse d'Or Contest for all these reasons.

What makes us unique, in addition to our teaching and our students:

Our presidents: Paul Bocuse and Gérard Pélisson, co-founder and CEO of Accor Group.

Our infrastructure: the Vivier castle, a neo-gothic castle built at the end of the 19th century which houses our student-run restaurant and reception rooms; the first hotel-school in Europe: le Royal, situated in Place Bellecour, in the centre of Lyon, where our students practice in a real environment; a 5000 sq. metres modern building, which contains an amphitheatre for demonstrations, as well as classrooms, 8 kitchens, 3 pastry laboratories, 1 bakers oven, 1 computer room and 3 student-run restaurants...

A network of almost 1000 Graduates, all over the world, who are qualified professionals, working in the most reputed establishments and who support the Institute and its students.

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**World Pastry Cup - Coupe du Monde de la Pâtisserie
21-22 January 2007 - Eurexpo Lyons - France**

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www.lamberet.com
empatisserie.com



Lamberet Constructions Isothermes

World Pastry Cup 2007 Member

For every cold trade, a LAMBERET vehicle

Sustained by 40 years of experience, LAMBERET designs, produces and markets refrigerated vehicles from 1 to 100m³, from small vans for the food trade to semi trailers for international transport.

The only European manufacturer to offer a complete range of refrigerated vehicles, Lamberet, through its major investments, is continuing its industrial expansion to offer products that are always at the cutting edge of technology.

Through FRIGOLEASE SERVICES, its Financing and Services subsidiary, Lamberet is developing innovative service options for all cold chain professionals. From the purchase to the maintenance of the vehicle, right up to its resale, the Lamberet group works alongside and advises its clients to allow them to externalise and better manage their fleet of refrigerated vehicles.

Proposed as a natural extension of the Products offer are:

- Long term hire solutions, marketed under the name FRIGORENT,
- Short term hire solutions, marketed under the name HERTZ FRIGORENT,
- Suitable help and maintenance solutions,
- Offers of used vehicles.

By taking part in the WORLD PASTRY CUP, Lamberet is, of course, reaffirming its position as leader in insulated and refrigerated bodywork, an indispensable link in the cold chain, which enables preservation of the quality of fine gastronomic products.

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empatisserie.com



Marrel Réfrigération

World Pastry Cup 2007 Member

MARREL REFRIGERATION is continuing a consistent growth.

Established in 1994, MARREL REFRIGERATION company, specialised in refrigeration units (cold rooms, refrigerator and freezer), has extended and diversified its business activities since 2001.

The buy-out of NEVORET company, well known manufacturer in display show cases since 1936, which has become MARREL CONCEPT, has expended the range of display cabinets for the professionals of bakery, pastry, butchery, caterers.

MARREL CONCEPT has completed its know how by developing a wide range of customised cabinets such as cold, hot and neutral in order to meet perfectly the various needs of the company's restaurant with self service and fast food market.

In July 2006 MARREL REFRIGERATION bought the C.F.I. company.

This manufacturer, who almost produce the same equipment as MARREL Concept became naturally a sister company of this one.

C.F.I. will pursue its activity in its historical location Civrieux d'Azergues.

Our goodwill to satisfy customers, our interest to propose them new solutions based on our know-how, we have found it to each member of the Bocuse d'or and world cup of pastry.

By taking part to the Bocuse d'Or 2007, we are willing to support qualities initiatives, and that's why we have been sponsored of this both events for few years.

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www.coupedumondepatisserie.com

Soft Ads

World Pastry Cup 2007 Member

Within the framework of the International Hôtel Catering and Food Trade Exhibition, SOFT ADS, french leader company as regards audio-visual events and broadcast bring all its knowledge and technical means of last generation for the largest cook chiefs of the world in order to develop their professionalism and their talent.

SOFT ADS works in the whole of the audio-visual departments in France and Europe through a network of 11 regional agencies.

- Paris,
- Lyon,
- Marseille,
- Nantes,
- Clermont-Ferrand,
- Annecy,
- Poitiers,
- Grenoble,
- Besançon,
- Toulouse,
- Rennes.

As far as sale or rent, engineering, institutional or broadcast services for events as concerned, the same objective lead our teams : to be your professional partner for a "world of image" service.

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www.coupedumonde.com
empatisserie.com

AIR FRANCE



Air France

World Pastry Cup 2007 Official Carrier

Through its vocation for developing international communication, Air France contributes largely to encouraging cultural and artistic exchange throughout the world.

By sharing its savoir-faire with the "Bocuse d'or" 2007 event, Air France is taking an active part in the search for new culinary talent on an international level.

Thanks to its international network as part of the SkyTeam Alliance, Air France will be carrying representatives and the best in young talent from the 24 competing countries, in optimum conditions of comfort and safety, who will be coming to Lyon to represent their country.

By taking part in this great culinary event, Air France is reaffirming its role as ambassador of French cuisine, and demonstrates the excellent quality of service offered to its customers every day throughout its entire network.

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Mercedes-Benz



Mercedes-Benz

World Pastry Cup 2007 Official Car

At the origin of the most significant technical revolution of all times, the automobile, Mercedes-Benz has become the most innovative brand with the longest tradition in the automotive world.

For more than a century now, Mercedes-Benz builds passenger cars and vans, trucks and buses with the same passion for the quality and the reliability, the perfection and elegance.

Yours professions did not a mistake there! Every day, all the professionals of the catering and food industry use our sturdy, practical and comfortable vehicles.

Official car in 2006 and 2005, Mercedes-Benz is pleased to prolong this partnership for the edition 2007, for the 20th anniversary this year of the Bocuse d'Or. Mercedes-Benz will provide a car fleet for the shuttle transport for VIP and officials. At the same time, two vehicles will be exposed at the entrance of Eurexpo all the duration of the SIRHA.

Happy birthday for the Bocuse d'Or!



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