



World Pastry Cup **An original dessert** **to celebrate 20 years of exception**

25-26 January 2009, as part of Sirha, Lyon Eurexpo France

20 years of dedication to perfection in pastry. Within twenty years, the World Pastry Cup created by Gabriel Paillason has become a reference for the trade. The most prestigious pastry chefs in the world are brought together for the event, the best among them receive consecration.

All the winners of the contest, have been called upon in order to imagine a dessert worthy of the event. In January 2009, connoisseurs in sweet delicacies will be able to taste this unique "haute-pastry" dessert that will be available in the best pastry shops.

An original dessert created by the very best in the trade

Sugar, butter, eggs, flour, crème, chocolate, fruits, almonds... The imagination of the best pastry chefs in the world will transform these ingredients in to a gourmet chef d'œuvre: the "official dessert" of the 20 year of World Pastry Cup.

20 years is really something to celebrate, so all the winners of the previous editions since 1989, the year of its creation, have joined forces in order to prepare this unique recipe representative of the spirit of the contest, and illustrating the current trends in modern pastry.

30 Italian, French, Belgian, American and Japanese pastry chefs, among the best in the world have been asked to work on a fruit-chocolate dessert that can be served on a plate and also presented in shop displays and in restaurants.

The only requirement: the recipe must use all the partner ingredients of the World Pastry Cup 2009: Valrhona chocolate, Ravifruit fruits, Debic cream, Griottines®, ABC Almond Board of California, and the 20 years Logo created by Dobra.

A unique opportunity to taste the very best in world pastry

The "Official Dessert" of the 20 Years of World Pastry Cup offers a concentrate of the best know-how in pastry today.

In order to associate a maximum of people with the event, and offer an opportunity for all to taste the "cream" of world pastry, the dessert of the 20 years of World Pastry Cup will be available in pastry shops and restaurants, in France and abroad.

Several events will be held to celebrate this exceptional birthday, in particular in Lyons, birthplace to the contest. A large scale tasting will be held in the heart of the city in January, a few days ahead of the World Pastry Cup 2009; one of many sweet events designed to associate the general public with the festivities.



For the latest information visit: www.cmpatisserie.com

The photo of the Official Dessert is available upon request

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