



**EUROPEAN
SELECTION
FOR THE COUPE
DU MONDE DE
LA PÂTISSERIE**

24 January
2016
GENEVA

13th November 2015

**THE PRESTIGIOUS COUPE EUROPE, SELECTION ROUND FOR THE 'COUPE DU MONDE DE LA PÂTISSERIE' WILL BE HELD IN GENEVA ON JANUARY 24th, 2016.
FABRIZIO DONATONE, WINNER OF THE 'COUPE DU MONDE 2015' IN LYON
WILL BE THE PRESIDENT OF HONOUR OF THE EVENT**

As pastry shows are on all screens, the Coupe Europe - selection round for the Coupe du Monde de la Pâtisserie – makes it mark as the unmissable European event created by the trade for professionals of the trade. Beyond its friendly and electric atmosphere the contest showcases the undisputed savoir-faire of the European continent in the pastry trades. It is the most eagerly anticipated selection event ahead of the 2017 final in Lyon. For its second edition to be held as part of Sirha Genève, the Coupe Europe introduces a new challenge that involves sculpting a whole block of Valrhona dark chocolate weighing 23 kg and 50 cm high!

The Coupe Europe 2016 - Selection round for the 'Coupe du Monde de la Pâtisserie' – will be held under the aegis of Fabrizio Donatone, member of the Italian team that won the Final of the Coupe du Monde de la Pâtisserie 2015. The emphasis is thus placed on the great subtleness and dexterity required in this trade. Indeed, before turning to pastry, Fabrizio Donatone initially studied to become a goldsmith. Today he designs and created his desserts like actual jewels, with uncompromising skill and perfect precision.

EIGHT EUROPEAN COUNTRIES UNDER THE SPOTLIGHTS

Eight countries selected as the result of national rounds will take part in the 2016 edition: Belgium, Spain, Denmark, Sweden, Lebanon, Switzerland, Russia and Turkey. It will bring together top pastry nations such as Belgium and Spain that have won the final in the past and are no newcomers to the Coupe du Monde podium, as well as more recent very talented contestants. Switzerland will also be present for this edition of the Coupe Europe and will defending its home colours, those of a country boasting a great pasty culture. A grand total of 16 exceptional pastry chefs will spare no efforts in their attempt to win the event.

FIVE HOURS OF PASTRY CREATION

Composed of two pastry chefs, the teams will have five hours in which to prepare:

- > 2 frozen-fruit desserts
- > 10 desserts on a plate including chocolate
- > 1 artistic creation made of sugar, and composed of at least 50% of drawn and blown sugar
- > 1 artistic creation made of chocolate integrating for the very first time a block of Valrhona dark chocolate sculpted by the contestants

THREE QUALIFYING PLACES FOR THE 'COUPE DU MONDE DE LA PÂTISSERIE 2017'

Following the marking by the jury, five prizes will be awarded:

- > 1st prize: €4,000 + 1 trophy + 3 gold medals
- > 2nd prize: €2,000 + 3 silver medals

- > 3rd prize: €1,000 + 3 bronze medals
- > 2 special prizes will also be presented, excluding the winners:
 - > 'Chocolate Prize' for the presentation of the chocolate sculpture (cleanliness, technique, gluing, finishing)
 - > 'Sugar Prize' for the presentation of the sugar sculpture (cleanliness, technique, gluing, finishing).

The countries that achieve the 3 top places and those to which the jury may attribute a wildcard will be selected to take part in the grand Final of the 'Coupe du Monde de Pâtisserie', as part of Sirha Lyon, in January 2017.

THE 'COUPE EUROPE', SELECTION ROUND FOR THE COUPE DU MONDE DE LA PÂTISSERIE

'It is no doubt the international event that stands as a reference in the trade. The contest brings together and rewards its participants with a unique sense of sharing and with new evolutions with each edition. Today, the Coupe Europe has become a brand in its own right and is the ambassador for pastry and for those involved in the sector. It is also a wonderful springboard that boosts the careers of young talents' exclaims Gabriel Paillason, President-founder of the contest.

About the 'Coupe Europe' – selection round for the 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.

The prestigious international contest 'Coupe du Monde de la Pâtisserie' was created in Lyon (France) in January 1989 by talented pastry chef Gabriel PAILLASSON. The grand final of the event is held every two years in Lyon (France), as part of Sirha – World Hospitality and Food Service show. The teams that take part in the contest are composed of pastry chefs specialised in chocolate, desserts, and an ice. In January 2015, the Italian team composed of Emmanuele FORCONE, Francesco BOCCIA and Fabrizio DONATONE won the final in Lyon.

For further information go to: <http://www.cmpatisserie.com/>

About Fabrizio Donatone

Fabrizio Donatone first learned his trade at the reputed Cast Alimenti catering school in Lombardy. He then worked alongside several Italian and international masters in the pastry industry. Winner of the 'Coupe du Monde de la Pâtisserie 2015' at Lyon and elected 'Best pastry chef of Rome' in the 2010 edition of the prestigious Gambero Rosso, he has won many awards that attest to his virtuosity. Today he is THE Italian reference for all things sweet and gourmet and shares his as a consultant and teaching at the famous Coquis School of Catering in Rome.

Get your accreditation today at:
http://www.e-registration.fr/Sirha_geneve_2016/
Accreditation code: **GLPRE**

The 'Coupe Europe' on the web: <http://www.cmpatisserie.com/>



#CMPeurope

Sirha Genève website: <http://www.sirha-geneve.com/p>



Press relations contact:

FRANCE
AB3C
Anne Daudin
anne@ab3c.com
Tel. : +33 (0) 1.53.30.74.02

SWITZERLAND
PUR PR/CALBANTINE
Christine Urfer
christine@pur-pr.com
Tel. : +41 21 320 00 10
Mob. : +41 78 619 05 00

'Coupe du Monde de la Pâtisserie'

The 'Coupe Europe', selection contest for the 'Coupe du Monde de la Pâtisserie', is one of the many events proposed by GL events to the Food Service and Hospitality industry. Managed by Marie-Odile Fondeur, the Food Service division boasts extensive expertise in organising shows and events for all types of catering. The most emblematic being the Sirha - a reference in the food service and hospitality sector- and the prestigious Bocuse d'Or and Coupe du Monde de la Pâtisserie contests. The finals of these contests are held every two years at Lyon as part of the Sirha trade exhibition.

The next events to be organised by GL events Exhibitions agro-food division are as follows:

- > Sirha Istanbul, 26 -28 November 2015 welcomes the 'Coupe du Monde de la Pâtisserie - Turkey' and 'Bocuse d'Or - Turkey' (National rounds)
- > Omnivore, Istanbul 26 – 28 November 2015
- > Omnivore, New York 14 – 15 December 2015
- > Bocuse d'Or USA, Las Vegas – 17 December 2015
- > Sirha Genève, 24 -26 January 2016 welcomes the 'Coupe Europe de la Pâtisserie' (Continental selection event)
- > Europain & Intersuc, 5 – 9 February 2016
- > Sirha Mexico, 10 – 12 February 2016 welcomes the Copa Maya (Latin-American selection event for the 'Coupe du Monde de la Pâtisserie') and 'Bocuse d'Or – Latin America' Continental selection events)
- > Omnivore, Mexico 10 – 12 February 2016
- > Omnivore, Paris 6 – 8 March 2016
- > Sirha Budapest, 8 – 11 May 2016 welcomes the Bocuse d'Or Europe

The next edition of Sirha Lyon will take place from January 21st to 25th 2017 at Eurexpo, Lyon (France).