

## AROUND PIERRE HERME, A NEW INTERNATIONAL ORGANISING COMMITTEE PROMOTING A CONSCIOUS AND ENGAGED APPROACH TO PASTRY

The Coupe du Monde de la Pâtisserie continues its transition toward an even more conscious, engaged, and responsible approach to pastry. Values that are dear to Pierre Hermé its president, and to Claire Heitzler and Frédéric Cassel, the two new vice-presidents of the contest, which has also entirely renewed its International Organising Committee.

*“I wanted to bring a fresh impetus to the contest to promote an engaged form of pastry”, explains Pierre Hermé. “The new International Organising Committee will be intent on involving the participants, judges, partners, and other players concerned with the Coupe du Monde de la Pâtisserie in a responsible and ecological approach. I surround myself with members who share these values as well as those of diversity and excellence that are so important to the Coupe du Monde de la Pâtisserie.”*

Chefs **Claire Heitzler** and **Frédéric Cassel**, the newly appointed vice-presidents, are keen to orient the contest toward engaged and responsible pastry, whilst continuing to enhance the image of the trade and promoting the transmission and know-how of the Coupe du Monde de la Pâtisserie.

*“We are experiencing a period in which ecological and climate change are a reality,” says Claire Heitzler. “To satisfy the need for information and transparency regarding raw products, their origins and impact on our health, it is essential that seasonality, biodiversity, respect for the land find their place at the heart of the pastry industry. We must realise that Nature is our main work instrument and that the decisions we take today will allow us to work better tomorrow.”*

A new mixed International Organising Committee, composed of experience chefs and young modern chefs, aims to chart a new course, and bring fresh impetus to the contest: **Julien Alvarez, Quentin Bailly, Sébastien Bouillet, Christelle Brua, Alain Chartier, Patrick Chevallot, Claire Damon, Sophie De Bernardi, Jérôme De Oliveira, Laurent Le Daniel, Johanna Le Pape, Christophe Michalak, Angelo Musa, Philippe Rigollot, Marc Rivière** and **Eric Vergne** will have the major task of succeeding the previous Committee that has worked continuously for the Coupe du Monde de la Pâtisserie for more than 30 years.

The next final of the Coupe du Monde de la Pâtisserie will be held on January 24 and 25, 2021, at the Eurexpo venue of Lyon, as part of the Sirha trade fair and will represent a first step toward the implementation of these changes.