

SIRH/+ COUPE DU MONDE DE LA PÂTISSERIE

SIRHA LYON
EUREXPO LYON
FRANCE

24-25 SEPTEMBER
2021



+ PARTNERS COMMITTED TO A SUSTAINABLE RELATIONSHIP WITH PRODUCERS

With a new impetus, the 2021 edition of the Coupe du Monde de la Pâtisserie (Pastry World Cup) promises to be eco-responsible and committed. This approach is reflected in the tasting tests, which prohibit additives and colourings, as well as in the choice of products imposed on the teams, thanks in particular to the partners Valrhona, Capfruit and Norohy.

Aware of the major social and environmental issues of the food service industry, the Pastry World Cup is committed to guaranteeing the transparency and traceability of the products imposed on the teams. The competition pays particular attention to the relationships between partner companies and producers. These must be in line with the objective of sustainability and the enhancement of cultures.

At the forefront of the products in the final: the Valrhona Grand Cru

pure origin couverture chocolates made by the main founding partner of the Pastry World Cup. The chocolate factory has been B Corp certified since January 2020, a certification that recognises the most committed companies to their partner producers, employees and customers.

The chocolates selected for the competition come from Belize, Ghana, Madagascar and the Dominican Republic, where Valrhona runs projects to support communities and improve their living conditions, notably through the rehabilitation of plantations, agroforestry projects and support for education.

Capfruit, main sponsor and supplier of fruit purees for the frozen desserts competition of the Pastry World Cup, has set up Cap Source, its own sourcing process guaranteeing transparent control of supplies at each stage of fruit cultivation.

Long-term cultivation contracts, dedicated plots, selection of producers working in specific terroirs, natural treatment methods, etc.: Cap Source reflects a deep commitment to sustainable agriculture. The French company will exclusively supply purees with no added sugar, respecting the fruit and limiting its processing stages.




Finally, among the products available to candidates in 2021, vanilla from the partner Norohy, which is committed to bringing producers and chefs together through trips to the heart of the plantations, to discover all the key stages, from cultivation to product transformation.

It is this diversity of virtuous products that the Pastry World Cup teams will have to sublimate during the 10-hours competition on **24 and 25 September 2021, during Sirha Lyon.**

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