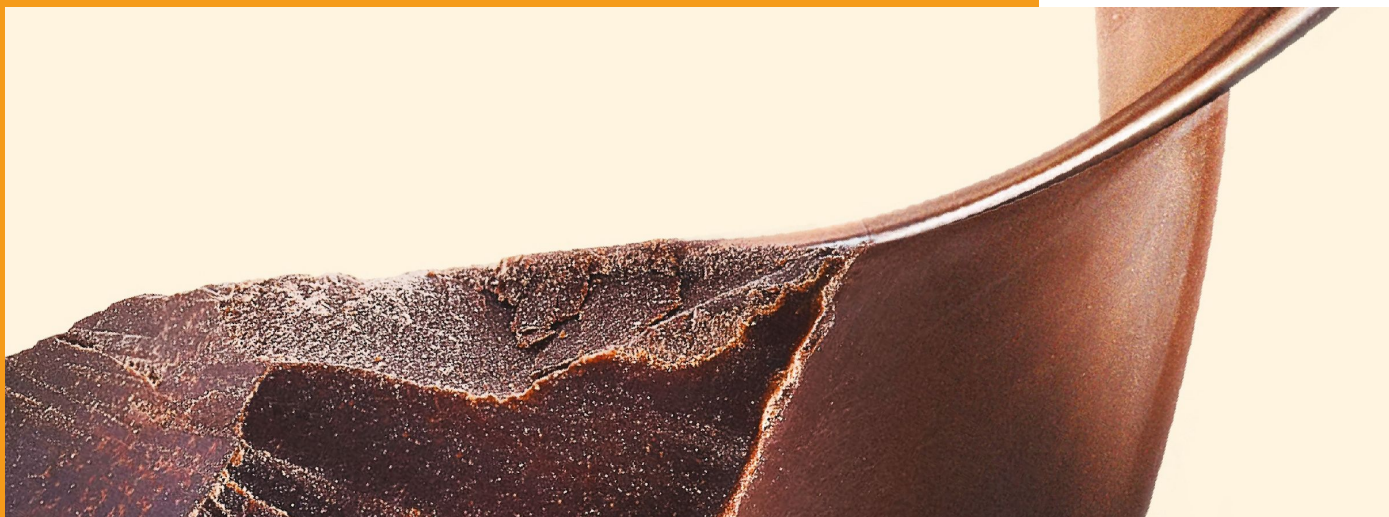


# SIRH/+ COUPE DU MONDE DE LA PATISSERIE

SIRHA LYON  
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FRANCE

24-25 SEPTEMBER  
2021



## PASTRY WORLD CUP: 5 EVENTS DEDICATED TO ART AND NATURE

NEW THIS YEAR: EACH TEAM MUST PROPOSE CREATIONS AROUND A COMMON THEME "ALL ART IS AN IMITATION OF NATURE", IN ALL THE EVENTS. THE MEMBERS OF THE INTERNATIONAL ORGANISING COMMITTEE SPOKE ABOUT THESE CHOICES.

On 24 and 25 September, during the final of the Pastry World Cup, the candidates will have 10 hours to complete 3 tasting tests and 2 artistic tests around this new "nature" theme.

"Nature is the essence of everything, what we are and the environment around us. It is also a major issue on which we wanted to raise awareness for future generations. We chose this theme because of the freedom it offers the teams to express themselves artistically," explains **Quentin Bailly**.

### THE DESSERT TO SHARE, TECHNIQUE AND CONVIVIALITY

"This year, the chocolate dessert, a historic event for 30 years, is replaced by the dessert to share. A big challenge for the teams! From now on, we expect a real handiwork, a more manual work, a fresh cake, without freezing", comments **Frédéric Cassel**. "The idea is also to include more conviviality, because that is also what pastry is all about!"

Chocolate remains the star product of the event, with a selection of Valrhona "Pure Origin" Grands Crus chocolates, in line with the eco-responsibility values of the competition. "In previous editions, the teams worked with the whole Valrhona range. This year, it will be interesting to see which products they choose from the proposed selection to highlight the flavours and tastes".

### A TENFOLD INCREASE IN EXPECTATIONS FOR FROZEN DESSERTS

"We expect more from this event than in previous years: not only a real added value on the cutting, but also a real presentation of the dessert!" says **Marc Rivière**.

"Obviously, the balance of the recipes remains essential and the harmony of the textures between the different components of the dessert will be a point not to be neglected", he specifies before describing the ideal frozen dessert, according to him: "a fresh fruit dessert, with straightforward tastes that speak to everyone, and at least three different textures, with a touch of crunchiness to finish".

### THE RESTAURANT DESSERT: TIME FOR A SHOW!

This new edition focuses on the presentation of the desserts. The restaurant dessert must be prepared entirely on the spot, by the minute. "Cooked and prepared as in a gastronomic restaurant, the restaurant dessert must include several elements, several textures, several temperatures... All of which must be one and the same when the spoon is dipped into it", says **Jérôme De Oliveira**.

### "ART, ESSENTIAL TO INSPIRATION AND INSEPARABLE FROM CREATIVITY"

True works of art, the chocolate sculpture and the sugar sculpture are the two artistic events of the Pastry World Cup.

According to **Quentin Bailly**, art and pastry are intimately linked: "Our customers' first gourmet impulse is encouraged by visual beauty. Art has an essential place in our inspirations, it is inseparable from creativity."

"The test consists of creating two pieces, one in chocolate and the other in sugar, in accordance with the theme... You have to use ancestral techniques but also bring originality, innovation and personality. The biggest difficulty is to link the two pieces in a harmonious and natural way on the presentation sideboard," adds **Jérôme De Oliveira**.

Pressure and requirements for these artistic and technical events which, in addition to the risks required by the editing, must live together in harmony while respecting the imposed theme.

Beyond the technical aspect, the famous "Wahou!" effect is crucial to win, the IOC members remind us: audacity, creativity, innovation, staging... Everyone hopes above all to be surprised, amazed and moved by the taste.

Their advice for the teams? To stay together when dealing with the unexpected, to persevere, not to give up when faced with pressure and, above all, to have fun and give their best so that they have no regrets!



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### 5 events for the 2021 Pastry World Cup Final

3 tasting tests:  
- a dessert to share  
- a frozen dessert  
- a restaurant dessert

2 artistic events:  
- a chocolate sculpture  
- a sugar sculpture