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COUPE DU MONDE
DE LA PÂTISSERIE
TEAM USA

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**Capturing Pastry Brilliance: Paul Strabbing Joins
Club Coupe du Monde Team USA as the Official
Photographer and Gold Partner**

*Master Photographer Paul Strabbing Partners with Team USA, Bringing Their Journey
to the 2027 Coupe du Monde de la Pâtisserie into Focus*

New York, NY - 10 October 2024 - In the world of competitive pastry, where precision and artistry combine in an awe-inspiring display, few can capture the fleeting beauty of this culinary craft like Paul Strabbing. Known for his extraordinary food photography, Strabbing is joining forces with Club Coupe du Monde Team USA as a Gold Partner and official photographer for the team. He will be documenting the intricate journey of Pastry Team USA as they prepare for the prestigious 2027 Coupe du Monde de la Pâtisserie.

Every two years, the gastronomic capital of France, Lyon becomes the epicenter of the pastry world as it hosts an illustrious competition that attracts teams from across the globe. This event is not just a contest of technical skill; it's a celebration of imagination and artistry, where each team strives to create extraordinary pastries that reflect their unique vision and craftsmanship. Winning here is a hallmark of excellence, placing victors among the elite in the international pastry community.

Strabbing will be on hand at every step, photographing critical milestones such as the U.S. National Selection event in 2025, the team's intensive practice sessions, and their final performances on the world stage in 2027 in Lyon. His visual storytelling will provide a rare, behind-the-scenes look at the meticulous preparation and artistry involved in this high-stakes competition.

A History of Collaboration and Friendship

This isn't Strabbing's first time working with Pastry Team USA. He served as the official photographer for the team during the 2015 Coupe du Monde de la Pâtisserie, and his connection to the organization runs deep. In addition to the 2015 team, over the years, he has developed close professional relationships—and friendships—with many of the country's top pastry chefs, including renowned names like Chef En-Ming Hsu and Chef Jacquy Pfeiffer.

Strabbing's work has also graced the pages of the pastry world's most revered cookbooks, including Pfeiffer's acclaimed *The Art of French Pastry*. The book, a masterclass in technique, owes much of its visual impact to Strabbing's keen eye for detail and his ability to showcase the elegance of French pastry techniques.

Reflecting on his return to Team USA, Strabbing says, "I'm thrilled to once again be working with Pastry Team USA. It's an honor to document the incredible talents of these chefs as they prepare for the Coupe du Monde. I look forward to sharing their passion and skill with the world through my photography." His passion for the craft and genuine admiration for the chefs are evident in every frame he captures. His images are not just photos; they narrate hard work, creativity, and the pursuit of excellence.

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The Vision Behind the Partnership

Stéphane Chéramy, President of Club Coupe du Monde Team USA, sees this partnership as a perfect alignment of creative visions. "We are proud to have Paul Strabbing on our team," he says. "His exceptional ability to bring the artistry of our craft to life through photography will help showcase the talent and dedication of Pastry Team USA in a way that resonates with audiences around the world."

For Chéramy and the rest of the team, this partnership is about more than just capturing moments; it's about elevating the visibility of American pastry chefs on a global scale. The world of competitive pastry can be highly technical and insular, but with Strabbing's help, the beauty and intricacy of this work will reach far beyond the competition halls of Lyon. It will be seen, admired, and appreciated by pastry lovers, culinary enthusiasts, and aspiring chefs globally.

More Than Just a Competition

The Coupe du Monde de la Pâtisserie is an international stage where innovation, tradition, and creativity converge. For the chefs involved, it represents years of dedication to their craft, countless hours spent refining techniques, and the desire to push the boundaries of what's possible in pastry. For Strabbing, documenting this journey is an opportunity to give these chefs the recognition they deserve, not just for their technical skill but for their artistry.

As Strabbing embarks on this new chapter with Club Coupe du Monde Team USA, his images will serve as a visual archive of the team's journey toward excellence. Each shot will not only document their achievements but also inspire future generations of pastry chefs to dream bigger, work harder, and never stop innovating.

Supporting Pastry Team USA

For those looking to get involved, there are plenty of opportunities to support Club Coupe du Monde Team USA. As Chef Kévin D'Andréa, Sponsorship Director for the team, explains, sponsorship is a critical component of ensuring that these chefs have the resources they need to compete at the highest level. "We rely on the support of partners like Paul Strabbing to help tell our story and bring attention to the incredible talent we have here in the U.S.," he notes.

Recently, Club Coupe du Monde Team USA announced its first group of partners who are supporting the team's journey. Valrhona, a founding partner of the competition since 1989, continues to lead as a platinum partner, providing the highest quality chocolate to support the team's exceptional culinary creations. Midwest Imports Ltd. returns as a gold partner after previously collaborating with the team. They will serve at the training facilities for the team. Additionally, Truffly Made has recently joined as the team's second platinum partner. This partnership lineup showcases a strong commitment to enhancing the team's preparations for the prestigious Coupe du Monde de la Pâtisserie.

For anyone interested in learning more about sponsorship opportunities, you can contact Chef Kévin D'Andréa at kevin@foliepops.com.

About Club Coupe du Monde Team USA

Club Coupe du Monde Team USA is committed to inspiring excellence, creativity, and innovation in the pastry arts. The organization selects and supports the best American pastry chefs to represent the U.S. at the Coupe du Monde de la Pâtisserie in Lyon, France. This prestigious biannual competition features countries from around the world and is recognized as the premier global pastry competition. For more information, visit www.pastryteamusa.com and follow them on social media: @pastryteamusa.

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For Sponsorship Opportunities

To learn more about supporting Club Coupe du Monde Team USA and becoming a partner, please contact Chef Kévin D'Andréa at kevin@foliepops.com.

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About Paul Strabbing

Paul Strabbing is an award-winning photographer renowned for his expertise in food photography, with a specialty in capturing the intricate details and artistry of pastry and culinary creations. With over a decade of experience, Strabbing has collaborated with some of the world's top chefs, including prominent figures in the pastry industry, and his work has been featured in acclaimed publications and cookbooks such as *The Art of French Pastry* by Chef Jacquy Pfeiffer. Paul Strabbing continues to be a sought-after photographer in the culinary field, partnering with top brands, chefs, and culinary teams worldwide. For more information, visit paulstrabbing.com.

(Sirha) Pastry World Cup (Coupe du Monde de la Pâtisserie): pastry revolution

Pastry is emerging in the contemporary world. The desserts are now combining their sensitivity to technicality, to the new architectural and sensory expressions. Nothing stops the sweet creators of the 21st century. And since the world is moving on, the Pastry World Cup is changing dimension, with a completely rethought universal identity. Product sourcing, natural tastes, precise gestures, team spirit are combined for an intense and visionary baking experience. Pastry World Cup is organized by the global brand Sirha Food, part of the GL events group. For more information: www.cmpatisserie.com/en

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