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COUPE DU MONDE
DE LA PÂTISSERIE
TEAM USA

FOR IMMEDIATE RELEASE

Coupe du Monde de la Pâtisserie Founding Partner Valrhona Returns as Key Partner Supporting Club Coupe du Monde Team USA for 2027

Valrhona's decades-long support for Pastry Team USA and global pastry teams continues, fostering excellence and creativity for the 2027 competition

New York, NY – Tuesday, 24 September 2024 – Club Coupe du Monde Team USA is honored to announce the renewed support of Valrhona, the premier French chocolate company and founding partner of the Coupe du Monde de la Pâtisserie, as it prepares for the 2027 competition in Lyon, France. Valrhona's partnership with Pastry Team USA traces back to 1989, when the U.S. first competed in the inaugural Coupe du Monde de la Pâtisserie, marking a long and celebrated relationship between the two.

Valrhona's relationship with Pastry Team USA stretches back to the inaugural Coupe du Monde de la Pâtisserie in 1989. As a premier French chocolate manufacturer, Valrhona has continually shaped the global pastry arena, offering not only exceptional products but also inspiring the artistic and technical growth of pastry chefs worldwide. Their enduring influence has helped create a culture of innovation and excellence, elevating the competition and teams globally.

"We are honored to once again welcome Valrhona as a key partner in our journey to the Coupe du Monde de la Pâtisserie," said Chef Stéphane Chéramy, president of Club Coupe du Monde Team USA. "Valrhona's unparalleled legacy in the competition and their commitment to quality, sustainability, and forward-thinking make them essential to our preparation for 2027."

Valrhona's impact goes beyond their products. Their leadership has been instrumental in guiding the future direction of Pastry Team USA, including playing a pivotal role in the recent search for new leadership. Benjamin Brito, CEO of Valrhona Inc USA, worked tirelessly to identify Chef Stéphane Chéramy as president, ensuring the team is well-positioned to excel in future competitions.

"We are honored to continue our strong partnership with Pastry Team USA and pastry teams worldwide," Brito said. "Valrhona has been at the heart of the Coupe du Monde de la Pâtisserie since the beginning, and we feel a great responsibility in ensuring the success of not only Pastry Team USA but all global teams striving for pastry excellence."

This sense of responsibility drives Valrhona's commitment to the entire global pastry community. As a founding partner of the Coupe du Monde de la Pâtisserie, Valrhona fosters a spirit of collaboration and innovation, helping teams push the boundaries of their craft and set new standards of excellence.

"We are incredibly proud to renew our longstanding partnership with Pastry Team USA and pastry teams around the world," Brito added. "At Valrhona, we don't just see ourselves as a sponsor — we feel a profound responsibility to the success of every team competing on the world stage. Valrhona has been part of this journey since the beginning, and we are deeply committed to fostering innovation, excellence, and a sense of unity within the global pastry community."

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For Sponsorship Opportunities:

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

About Club Coupe du Monde Team USA

Club Coupe du Monde Team USA is a leading 501(c)(3) nonprofit organization devoted to inspiring excellence, creativity, innovation, pride, competitiveness, fraternity and emotion in pastry professionals.

Club Coupe du Monde Team USA is also dedicated to promoting transmission, exploration, vision and advancement of both the artistic and scientific realms of the Pastry Arts. The Club seeks, recognizes and support America's best pastry chefs to represent the United States in the prestigious Coupe du Monde de la Pâtisserie in Lyon, France. With 50 participating countries, this biannual event is the most prestigious pastry competition in the World. For more information: www.pastryteamusa.com.

About Valrhona

Created in 1922 for pastry chefs by Pastry Chef Alberic Guironnet, Valrhona is a French chocolate manufacturer based in the small town of Tain-l'Hermitage. Valrhona is one of the preferred brands by pastry chefs around the world producing consistent, complex, balanced and unique chocolates. Valrhona is known for inspiring innovations in chocolate including DULCEY blond chocolate, the fourth color of chocolate and the INSPIRATION range, a line of fruits couvertures. Since January 2020 Valrhona has been B Corp certified, a certification that recognizes the most committed companies to their partner producers, employees, and customers. The company employs thirty Corporate Pastry Chefs worldwide and runs four Pastry and Chocolate Schools: "L'Ecole Valrhona": two are located in France, one in Japan, one in Dubai and one in Brooklyn.

In the spirit of partnership with chefs and chocolatiers, the brand has constantly increased the support given to its customers over the years to promote them and the industry. This has taken the form of prestigious events such as the World Pastry Cup that Valrhona co-founded in 1989 or partnerships with the James Beard Foundation. Valrhona is proud to be part of a larger group, Valrhona Selection, which includes the following sister brands that are present in the North American market: Republica del Cacao, Norohy Vanilla, Chocolatree Décor and Sosa Ingredients. For more information, visit www.valrhona.us.

(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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