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COUPE DU MONDE
DE LA PÂTISSERIE
TEAM USA

FOR IMMEDIATE RELEASE

St Michel Returns as an Allied Partner of Club Coupe du Monde Team USA

The iconic French pastry company, renowned for its commitment to quality, joins forces with Team USA to support their journey to the 2027 Coupe du Monde de la Pâtisserie in Lyon.

New York, NY – Tuesday, 7 January 2025 — Club Coupe du Monde Team USA is proud to announce the return of St Michel, a French family-owned company specializing in biscuits and pastries, as an allied partner. With a history spanning more than 100 years, St Michel is renowned for its commitment to sustainability, high-quality ingredients and innovation. This renewed partnership highlights the shared dedication to craftsmanship and tradition between St Michel and the world-class pastry chefs of Team USA as they prepare for the prestigious 2027 Coupe du Monde de la Pâtisserie in Lyon, France.

"We are delighted to welcome St Michel back as a partner," said Chef Stéphane Chéramy, President of Club Coupe du Monde Team USA. "Their unwavering commitment to quality and their storied legacy resonate deeply with our mission to elevate pastry arts. This partnership strengthens our ability to inspire and compete at the highest level on the global stage."

Founded in 1905, St Michel has become a household name, celebrated for its iconic products such as galettes and madeleines. The company produces its goods in France using carefully sourced ingredients, including French wheat flour, cage-free eggs and fine butter. Over the past decade, St Michel has embraced sustainability by eliminating palm oil from its recipes and adopting eco-conscious practices across its operations.

Bruno Rousseau, managing director of St Michel, shared his thoughts on the partnership, saying, "It's an honor to support Pastry Team USA once again. Our shared values of innovation and tradition make this collaboration a natural fit, and we look forward to seeing the creativity and passion the team brings to Lyon."

He added, "Our mission is to provide you with the best French ingredients, products and services to make every moment a mouthwatering success." Through this alliance, St Michel will play a vital role in the team's journey, amplifying the celebration of culinary artistry and excellence that defines the Coupe du Monde de la Pâtisserie.

In addition to St Michel, a remarkable group of partners has come together to support Team USA on their path to the 2027 Coupe du Monde de la Pâtisserie in Lyon. At the forefront is Valrhona, serving as both the Main Partner Founder and a Platinum Partner, with Truffly Made and Gourmet Food International joining at the Platinum level as well. Midwest Global Imports is supporting the team with the Official Practice Kitchens, and Paul Strabbing is on board as the Official Team Photographer, both as Gold Sponsors and Koerner Company is an Allied Partner. This collective support reflects the strength and commitment behind Team USA's mission to shine on the world stage.

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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.

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 50 countries and is recognized as the premier global pastry competition. For more information, visit www.pastryteamusa.com and follow on social media @pastryteamusa.

About St Michel

Since its establishment in 1905, St Michel Biscuit has remained a French family-owned and independent company. All its products are made in its own factories in France, thanks to pastry chefs who are as passionate as they are inventive. With the dedication of its 1,800 passionate employees, the biscuit factory embarked on a societal commitment 10 years ago: local production, French flour, and the elimination of palm oil in its products. Driven by the passion for sharing French expertise, the company innovates daily to pass on the love of quality products to new generations of food enthusiasts. St Michel Professionnel caters to culinary professionals, developing its expertise in biscuits, pastries, and ready-to-fill products through three brands: St Michel, St Michel Professionnel, Jean Ducourtieux. For more information, visit www.stmichel.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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