

**SIRH/+**  
**COUPE DU MONDE**  
**DE LA PÂTISSERIE**  
**TEAM USA**

**FOR IMMEDIATE RELEASE**

**Club Coupe du Monde Team USA Welcomes Support from  
Esteemed Partners and Invites New Partnerships**

*Support from leading brands powers Team USA's journey to the  
2027 Coupe du Monde de la Pâtisserie in Lyon, France*

**New York, NY — Tuesday, 7 January 2025** — Club Coupe du Monde Team USA, the organization dedicated to advancing pastry excellence and innovation, is proud to recognize the invaluable support of its current partners as the team prepares for the 2027 Coupe du Monde de la Pâtisserie in Lyon, France. These partners play a pivotal role in empowering the nation's top pastry chefs to compete on the world stage, showcasing American talent, creativity, and artistry in this esteemed global competition.

The Club extends its heartfelt gratitude to its current partners, whose commitment to the pastry arts drives the team's success:

- [Valrhona](#): As the Main Partner Founder and Platinum Partner, Valrhona continues to set the standard in premium chocolate, inspiring creativity with its unparalleled products and expertise.
- [Truffly Made](#): Also a Platinum Partner, Truffly Made provides innovative tools and molds that elevate precision and artistry in pastry creations.
- [Gourmet Foods International \(GFI\)](#): A Platinum Partner, GFI supports Team USA with high-quality ingredients and resources, enhancing our chefs' ability to excel.
- [Midwest Import](#): As a Gold Sponsor and Official Practice Kitchen Provider, Midwest Import ensures the team has the facilities needed for rigorous preparation and innovation.
- [Paul Strabbing Photography](#): As a Gold Sponsor and Official Team Photographer, Paul Strabbing captures the artistry and dedication of the chefs, preserving key moments of their journey.
- [Paris Gourmet](#): This distinguished Bronze Partner has been a longstanding advocate of the pastry arts, providing chefs with exceptional ingredients for over 40 years.
- [St Michel](#) - St Michel, a French family-owned company specializing in biscuits and pastries, returns as an allied partner.
- [Koerner Company](#): An Allied Partner, Koerner Company bolsters Team USA with resources and support that drive the team's mission forward.

Stay tuned for more as we keep growing our team with new partners.

**Join Us on the #RoadToLyon**

Club Coupe du Monde Team USA offers a variety of partnership levels designed to meet the diverse goals of its sponsors while ensuring meaningful contributions to the team's success. Partnership levels include Platinum, Gold, Silver, Bronze, and Allied, with each tier offering unique opportunities for brand visibility, engagement, and collaboration. These partnerships provide vital financial support, access to valuable resources, and enhanced branding opportunities. Sponsors at every level play an essential role in empowering Team USA to compete at the highest level while showcasing their commitment to the pastry arts on both a national and international stage.

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### **Club Coupe du Monde Team USA Welcomes New Partnerships**

The journey to Lyon is a collaborative effort made possible through the generosity of current partners, and new partners are invited to join this mission of excellence. Supporting Club Coupe du Monde Team USA offers a unique opportunity to connect with the global pastry community, showcase your brand to a wide audience, and champion the values of creativity, innovation, and artistry. By becoming a partner, your brand will support the next generation of American pastry talent while aligning with a legacy of excellence and shaping the future of the pastry arts.

The Coupe du Monde de la Pâtisserie is organized by the global brand Sirha Food, part of the GL events group. GL Events is a global leader in event management and hospitality. With a commitment to excellence, innovation, and fostering creativity, GL Events has elevated the competition to a premier showcase of pastry artistry and teamwork. Their dedication to organizing world-class events like the Coupe du Monde de la Pâtisserie provides a platform for chefs from around the world to inspire and be inspired, highlighting the limitless possibilities of the pastry profession.

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For sponsorship inquiries or to learn more about how your organization can support Team USA, please contact:

#### **Chef Kévin D'Andréa**

Sponsorship Director, Club Coupe du Monde Team USA

Email: [kevin@foliepops.com](mailto: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](http://www.pastryteamusa.com) and follow on social media @pastryteamusa.

#### **(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](http://www.cmpatisserie.com/en)

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