

FOR IMMEDIATE RELEASE

**Nielsen-Massey Fine Vanillas & Flavorings Returns as
a Silver Partner of Club Coupe du Monde Team USA**

*Nielsen-Massey Renews Commitment to Supporting Pastry Excellence as Team USA
Prepares for the Coupe du Monde de la Pâtisserie*

New York, NY — 16 April 2025 — Club Coupe du Monde Team USA is proud to announce that Nielsen-Massey Fine Vanillas & Flavorings has renewed its partnership as a silver sponsor, reaffirming its commitment to supporting American pastry chefs on their journey to the Coupe du Monde de la Pâtisserie in Lyon, France.

A globally recognized leader in premium vanillas and flavorings, Nielsen-Massey has been a trusted ingredient provider for pastry chefs, chocolatiers, and culinary professionals for over a century. Their proprietary cold extraction process ensures the highest quality vanillas, preserving the delicate flavor compounds essential for creating exceptional desserts. As Pastry Team USA prepares for one of the world's most prestigious pastry competitions, Nielsen-Massey's superior products will be a key component in the team's innovative and artistic creations.

"We are proud to welcome Nielsen-Massey back as a partner," said Chef Stéphane Chéramy, President of Club Coupe du Monde Team USA. "Their commitment to quality and tradition reflects the same values we uphold in the pastry community. Having their support strengthens our mission to inspire and advance pastry excellence across the country and the world."

Beyond providing premium ingredients, Nielsen-Massey has a long history of supporting the professional pastry and culinary community through education, sponsorships and industry initiatives. Their commitment to sustainability and ethical sourcing ensures that the finest vanilla beans are selected from the best-growing regions worldwide, making them a brand that aligns with Pastry Team USA's values of integrity, artistry, and excellence.

"At Nielsen-Massey Vanillas, we have always been dedicated to supporting the world's most talented chefs in their pursuit of transcending the art and craft of gastronomy," said Beth Nielsen, Nielsen family member and chair of the Nielsen-Massey Foundation. "This competition curates the apex of skill, creativity and passion in the pastry world, which align perfectly with our values and commitment to the culinary community. We are honored to continue championing these talented chefs as they showcase their artistry on the global stage."

As Team USA prepares for the competition, this renewed partnership highlights the importance of quality ingredients in the pursuit of pastry excellence. During their training, the chefs will have the opportunity to refine their techniques and develop their creations using Nielsen-Massey's unparalleled vanillas and extracts. Their support ensures that Team USA can train at the highest level, honing the flavors and precision needed to compete among the best in the world.

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About Nielsen-Massey Fine Vanillas & Flavorings

Founded in 1907, Nielsen-Massey Vanillas is a fourth-generation family-owned company and a trusted partner to the world's finest chefs, bakers, and manufacturers. With an unwavering commitment to quality, the company crafts its premium vanilla and flavor products using a proprietary cold extraction process that preserves the complexity and nuance of the finest hand-selected beans. Nielsen-Massey sources responsibly from top vanilla-growing regions and is proud to offer a collection of single-origin and blended vanillas that celebrate the unique terroir of each origin. Dedicated to purity, tradition, and innovation, Nielsen-Massey continues to elevate culinary experiences across professional and home kitchens alike.

Learn more at www.NielsenMassey.com.

About the Coupe du Monde de la Pâtisserie (Pastry World Cup)

The Coupe du Monde de la Pâtisserie is the world's premier pastry competition, bringing together the most talented pastry chefs from 50 countries for a visionary showcase of skill, artistry, and innovation. The competition, organized by Sirha Food®, is part of the GL Events group and takes place in Lyon, France, every two years. For more details, visit www.cmpatisserie.com/en.

About Club Coupe du Monde Team USA

Club Coupe du Monde Team USA is dedicated to inspiring excellence, creativity, and innovation in the pastry arts. The organization selects and supports America's most talented pastry chefs to represent the country at the Coupe du Monde de la Pâtisserie in Lyon, France. For more information, visit www.pastryteamusa.com. On social media @pastryteamusa.

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