

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

FOR IMMEDIATE RELEASE

King Arthur Baking Company Joins Club Coupe du Monde de la Pâtisserie Team USA as Bronze Partner

Historic Vermont-based baking company lends support to America's top pastry talent as they compete for a place on the world stage.

New York, N.Y. - 20 May 2025 — Club Coupe du Monde de la Pâtisserie Team USA is thrilled to announce that King Arthur Baking Company, a name synonymous with quality and innovation in the baking world, has joined as a bronze-level partner. This exciting partnership marks a significant step in supporting Team USA's journey to represent the United States at the world's most prestigious pastry competition.

Founded in 1790, King Arthur is America's oldest flour company, with a legacy built on craftsmanship and a commitment to excellence. Based in Norwich, Vermont, and proudly 100% employee-owned and benefit corporation, King Arthur has spent over two centuries earning the trust of bakers across the country. Known for their premium flours and deep dedication to baking education, King Arthur's Bakery Foodservice division serves culinary professionals with the finest ingredients and technical expertise to elevate the art of baking.

"We are truly honored to support Pastry Team USA as they compete on the world stage," said Jeff Yankellow, director of bakery and foodservice sales at King Arthur Baking Company. "Our commitment to the craft of baking, consistency and innovation aligns perfectly with the mission of Pastry Team USA. We are excited to be part of their journey as they push the boundaries of pastry artistry and showcase the incredible talent of American chefs."

Chef Stéphane Chéramy, president of Club Coupe du Monde de la Pâtisserie Team USA, added, "King Arthur Baking Company's support is invaluable in helping us advance our mission of pushing the envelope in American pastry. Their legacy of excellence in baking and their dedication to quality craftsmanship perfectly complement the vision we have for our team. This partnership will play a key role in ensuring that our chefs are poised for success on the global stage."

King Arthur joins a growing roster of premier industry partners supporting Team USA's efforts to qualify for and compete in the Coupe du Monde de la Pâtisserie, the world's most prestigious pastry competition. As a bronze partner, King Arthur will play a role in the team's training and preparation leading up to the 2025 National Selection, and beyond, as finalists compete for a spot to represent the U.S. at the 2026 Americas Continental Selection in New Orleans and the 2027 Coupe du Monde de la Pâtisserie in Lyon, France.

This partnership underscores the shared values of craftsmanship, technical precision, and the advancement of the pastry profession in the United States.

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King Arthur Baking Company Joins Pastry Team USA as a Bronze Partner/Add 1

Valrhona serves as the organization's main founder and platinum partner, along with Truffly Made and Gourmet Foods International. Gold partners include Midwest Global Imports, Paul Strabbing, and AUI. Silver partners are Dobra, Nielsen-Massey Vanillas and Chef Rubber, with Paris Gourmet, The Pastry Depot, and King Arthur Baking Company joining as bronze partners. Koerner Company and St. Michel serve as allied partners. Chef Works | Bragard is the exclusive provider of chef wear for Pastry Team USA.

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About King Arthur Baking Company

King Arthur Baking Company has been dedicated to spreading the joy of baking since its beginning in 1790. Based in Norwich, Vermont, and proudly 100% employee-owned benefit corporation, King Arthur stands as the premier baking resource for both home bakers and professionals. Committed to excellence and innovation, King Arthur Bakery Foodservice delivers unparalleled quality flour and support to bakery, foodservice, pizzeria, and culinary customers, ensuring impeccable results with every bake. Explore products, support, and resources tailored to bakery and foodservice customers at KingArthurBaking.com/pro.

About Club Coupe du Monde de la Pâtisserie Team USA

Club Coupe du Monde de la Pâtisserie 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.

(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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