

**SIRHA**  
**COUPE DU MONDE**  
**DE LA PÂTISSERIE**  
**TEAM USA**

**FOR IMMEDIATE RELEASE**

**BRAVO NORTH AMERICA ANNOUNCED AS OFFICIAL PARTNER FOR CLUB COUPE DU MONDE DE LA PÂTISSERIE TEAM USA'S 2025 NATIONAL SELECTION**

*Partnership marks first step on Team USA's journey to the Coupe du Monde de la Pâtisserie at Sirha Lyon 2027*

**NEW YORK – August 20, 2025** – Club Coupe du Monde de la Pâtisserie Team USA is excited to share that Bravo North America, the premier U.S. and Canadian branch of Bravo, an internationally renowned Italian manufacturer of gelato, ice cream, pastry and chocolate machines, will serve as the official partner for the team's 2025 National Selection.

The event, taking place Sept. 6, 2025, at the Washburne Culinary & Hospitality Institute in Chicago during the Chicago Baking & Pastry Forum, marks the first milestone on Pastry Team USA's journey to the prestigious Coupe du Monde de la Pâtisserie in January 2027 in Lyon, France.

As a longtime supporter of culinary excellence, Bravo North America will play a pivotal role in Pastry Team USA's training and preparation, providing state-of-the-art equipment and expertise every step of the way.

During the National Selection, Bravo North America will provide Pastry Team USA a G20 Batch freezer and a K24 Premium chocolate tempering machine.

"As Bravo North America continues to grow, we remain deeply committed to our mission of innovation, modern artisanship, and customer-centricity, providing advanced solutions that empower food entrepreneurs and professionals," said Sabrina Mancin, vice president, Bravo North America.

"Bravo machines give users the freedom to focus on what truly matters: being creative, connecting with clients, and streamlining operations while taking away the stress of delegation, kitchen overwhelm, and doubts about machine performance," continues Mancin. "Bravo machines let you push boundaries, not buttons. We're excited to continue building strong partnerships with culinary professionals and businesses across the U.S. and Canada, helping them achieve even greater success."

Bravo North America's mission is rooted in innovation, modern artisanship and customer-centricity. By providing advanced solutions, Bravo enables food professionals to focus on creativity, client connection and streamlined operations — reducing the stress of delegation and the uncertainty of machine performance.

We are thrilled to welcome Bravo North America as our partner for the 2025 National Selection," said Chef Stéphane Chéramy, president of Club Coupe du Monde de la Pâtisserie Team USA. "Their commitment to innovation and craftsmanship will give our chefs the tools and support they need to push the boundaries of pastry artistry, excel on the world stage and proudly represent the United States at the Coupe du Monde de la Pâtisserie in 2027."

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### **About Bravo**

Since its founding in 1967, Bravo has been synonymous with groundbreaking innovations in professional equipment for artisan gelato, ice cream, pastry and chocolate production. Its industry-leading designs prioritize advanced technology, efficiency and ease of use. A landmark achievement came in 1974 with the introduction of the Trittico®, a two-in-one versatile frozen dessert and pastry machine that has evolved through six generations to support the needs of artisans worldwide. For more information, visit [www.bravonorthamerica.com](http://www.bravonorthamerica.com).

### **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 biennial 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 and team spirit are combined for an intense and visionary baking experience. The 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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