



**PRESS RELEASE**  
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## EUROPEAN PASTRY CUP 2018: HEADING TO ITALY!

For the first time the European Pastry Cup - European selection of the Coupe du Monde de la Pâtisserie 2019 – will be held on June 10<sup>th</sup>, 2018 in synergy with le Bocuse d'Or Europe in Turin at the heart of the Piedmont region of Italy.

Turin will most certainly stand as the European capital of Gastronomy 2018 as from June 10<sup>th</sup> to 12<sup>th</sup>, 2018, Gourmet Expo Forum will host two of the most prestigious contests in pastry and culinary arts: the European Pastry Cup and Bocuse d'Or Europe.

After a first edition in Paris in 2012 followed by two editions in Geneva in 2014 and 2016, for the 2018 edition the European Pastry Cup has chosen Italy, a country famous for the savoir-faire of its ice-cream makers and pastry chefs. With a victory in 2015, Italy is the latest country to have won the world finale of the Coupe du Monde de la Pâtisserie. They had already won the Trophy in 1997 and have also reaped two silver medals and three bronze medals. With an uninterrupted presence on the podium between 2009 and 2015, it seemed only natural for this great gourmet nation to host the most important European contest in pastry art.

The European Pastry Cup is the European final and qualifying event that serves to determine the 3 teams that will take part in the world finale of the Coupe du Monde de la Pâtisserie in January 2019, which is held as part of the Sirha trade exhibition in Lyon, France.

This contest is one of the most challenging events in the selection process and previous editions have highlighted the talent of new nations in pastry art such as Sweden, United Kingdom or Denmark!

In the future the European Pastry Cup will become a travelling event, moving every two years around the Europe of sweet delicacies!

About the  
**Coupe du Monde  
de la Pâtisserie**

"Since its creation in 1989, the 'Coupe du Monde de la Pâtisserie' has stood out thanks to its openness and motivation to welcome talents from all horizons, bringing new countries to the forefront of the international pastry scene. Every two years the contest brings 22 teams together in Lyon (France) to compete live in front of an enthusiastic audience. They deliver a dazzling performance demonstrating wonders of creativity, both in terms of taste and artistic talent." *Gabriel Paillasson*



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