

# EUROPAIN PARIS

11. 14 JANUARY 2020 PORTE DE VERSAILLES

*For the Bakery-Pastry Entrepreneurs*

PRESS RELEASE  
November 2019

## BAKERY & PASTRY: MORE THAN EVER HAND IN HAND!

*Over the recent years the bakery industry has experienced unprecedented changes: consumer habits, pace of life, health and environmental concerns, new requirements associated with the digital revolution... To ensure their customers remain loyal bakers must endeavour to surprise them. In a quest where creativity is indispensable, working hand in hand with the pastry sector is a smart win/win partnership. In January 2020, Europain, leading trade fair in the bakery-pastry industry will propose an enriched pastry offering.*

### Conferences and masterclasses: putting theory into practice

In addition to an exhaustive offering in products (Valrhona, PCB Création, Mademoiselle Desserts, Ponthier, L'Atelier Vanille) and equipment (Matfer Bourgeat, Mallard Ferrière, Bravo, Bacoma Créations, Mussana France, Selmi chocolate machinery...), Europain 2020 will also feature many contributions by renowned pastry chefs who will be sharing their, skills and expert know-how.

New trends for nutrition (de-sugar, gluten free, naturalness...), tips for a successful installation and shop design, core techniques and skills...: the **roundtables at the Forum** are a goldmine of practical information for all players in the industry.

In addition to the more generic themes (optimized use of social media, design, responsible packaging, raw products, training, bio...), pastry chefs may also take part in roundtables addressing specific aspects of the trade:

- Neo Pastry: How I launched my business (Marie & Benoît Bardon - *La Meringaie*)
- What bakery and pastry products for which chef/restaurant? (Matthieu Favier - *Le Bristol*)
- Natural colouring agents (Claire Damon - *Des Gâteaux et du Pain*)

The **Sweet Creations Stage** will host a series of masterclasses delivered by top pastry chefs. On the menu: healthy recipes, decrypting techniques, revisiting the tea-time offering.

Some of the speakers (subject to confirmation):

- **Michaël Bartocetti**, Pastry Chef - *Four Seasons, Hôtel George V*, Paris
- **Sophie de Bernardi**, Pastry Chef - *Café de la Paix*, Paris
- **Yann Brys**, 'Meilleur Ouvrier de France' Pastry-Confectionery 2011, Consultant
- **Fabrice Danniell**, Trainer - *Institut Le Cordon Bleu*
- **Jérémy Del Val**, 'Champion de France du Dessert 2014', Head of pastry creations - *Dalloyau*, Paris
- **Bryan Esposito**, Pastry Chef - *Hôtel du Collectionneur*, Paris
- **Damien Gendron**, 'Champion de France du Dessert 2016', Head of R&D - *Potel et Chabot*, Paris

- **Stéphane Glacier**, 'Meilleur Ouvrier de France' Pastry-Confectionery 2000, *Pâtisserie Stéphane Glacier*, Colombes
- **Jean-Pierre Godier**, Bruno Le Derf Trophy 2016, Trainer – *INBP*, Rouen
- **François Josse**, 'Champion de France du Dessert 2018', Pastry Chef - *Taillevent*, Paris
- **Kévin Lacote**, Pastry Chef - *KL Pâtisserie*, Paris
- **Quentin Lechat**, Pastry Chef - *T'ime Jardin Privé*, Paris
- **Johanna Lefebvre**, Pastry Chef - *Jo and Nanacakes*, Paris
- **Gilles Marchal**, Pastry Chef of the Year 2004, *Pâtisserie Gilles Marchal*, Paris
- **Nina Métayer**, Pastry Chef of the Year (Le Chef Magazine 2016 and Gault et Millau 2017) - *Mercato Metropolitano*, London
- **Nicolas Paciello**, Pastry Chef - *Fouquet's*, Paris
- **Hugues Pouget**, Champion de France du Dessert 2003, Pastry Chef - *Hugo & Victor*, Paris
- **Aurélien Rivoire**, Pastry Chef - *Pavillon Ledoyen*, Paris

In partnership with Matfer Bourgeat, the Sweet Creations Stage will also propose a **lounge space** where professionals can exchange in a friendly atmosphere.

### Contests, battle, creative challenges: Pastry goes live!

What better way to appreciate the art of pastry than to watch its most eminent representatives working live? Europain 2020 will offer a privileged showcase to attend some truly exceptional events.

The **Coupe Europe de la Pâtisserie** is one of the qualifying events for the 'Coupe du Monde de la Pâtisserie'. It will be held in the very heart of the venue on Sunday 12 and Monday 13, January, in the presence of Pierre Hermé, the new President of the contest and Jessica Préalpato, President of Honour and Best Pastry Chef of the World 2018.

For this edition, the contest renews its commitment to saving bees and preserving pollination. In this respect, the emphasis will be placed on melliferous plants that will need to be used for the plated desserts, alongside chocolate.

4 countries will be competing in the edition of the Coupe Europe: Russia, Sweden, Switzerland and Ukraine.

The **Champions de France du Dessert battles** will highlight the creative ideas and practical tips delivered by the crème de la crème.

Tuesday January 14, 10.30 am to 12.30 pm, the friendly joust will see 3 duos of Champions de France du Dessert battle it out on the themes of Citrus Fruit and Easter celebrations:

- **Cyril Gaidella**, Champion de France du Dessert 2017 - *Boulangeries L'Essentiel*, Paris and **Marine Mateos**, Dessert d'Argent 2014 - *CFA Médéric*, Paris
- **Yu Tanaka**, Dessert d'Argent 2019 - *Le Bristol*, Paris and **Baptiste Vial**, Champion de France du Dessert 2015 – *Le Plaza Athénée*, Paris
- **Jérôme Bellegueille**, Dessert de Bronze Pro 2016 – *Le Grand Monarque*, Chartres and **Nicolas Goffelmeyer**, Champion de France du Dessert 1996 - Elior.

A panel of judges will decide among the participants. Upping the ante, going for superlatives, power grabs: the chefs will pull out all the stops to defend their creations.

The magazine Le Chef will bring together trios of pastry chefs from all over France as part of the third **Sweet Edition of the Festival of Gastronomic Creativity**, Monday 13 January, from 10 am.

On this occasion, approximately fifteen pastry chefs will present a creative recipe of their choice to the public. They will exchange on their know-how, techniques and skills as well as their background alongside Mercotte and Jean-Philippe Doux who will be hosting the event.

Some of the speakers (subject to confirmation):

- **Julien Alvarez**, Pastry Chef - *Le Bristol* \*\*\*, Paris.

- **Sophie Bonnefond**, Pastry Chef - *Le Saint James*, Paris.
- **Benoît Couvrand**, Pastry Chef - *La Pâtisserie Cyril Lignac*, Paris.
- **Maxime Frédéric**, Pastry Chef – *Le Cheval Blanc*, Paris.
- **Florian Grad**, Pastry Chef - *Villa Madie \*\**, Cassis.
- **Grégory Masse**, Pastry Chef - *L'Assiette Champenoise \*\*\**, Tinquieux.
- **Nina Métayer**, Pastry Chef of the Year (Le Chef Magazine 2016 and Gault et Millau 2017) - *Mercato Metropolitano*, London.
- **Yoann Normand**, Champion de France du Dessert 2019, Pastry Chef - *Domaine des Crayères \*\**, Reims.
- **Aymeric Pinard**, Pastry Chef - *La Côte d'Or \*\**, Saulieu.
- **Sébastien Vauxion**, 1<sup>st</sup> Michelin Starred Pastry Chef - *Le Sarkara\**, Courchevel.

#### EUROPAIN 2018 - A FEW FIGURES:

469 exhibitors and brands  
 52,000 professional visitors:  
 32 % international • 66 % decision-makers  
 + 15,800 followers Facebook, Twitter, Instagram  
 + 1,100 mentions in the French and international media

<b>EUROPAIN</b>	Europain – the International Trade Fair for bakery, pastry, ice cream making, chocolate making and confectionery - is a global and exhaustive event that combines French know-how and international innovations in products, equipment and services. The trade fair proposes professionals, artisans and industrials all the solutions they need to satisfy the new requirements and consumer habits in bakery-pastry-chocolate-confectionery sector.
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**11 - 14 January 2020 / Hall 1 / Paris Expo, Porte de Versailles / France**

For the latest news on Europain, visit the [online pressroom](#)

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