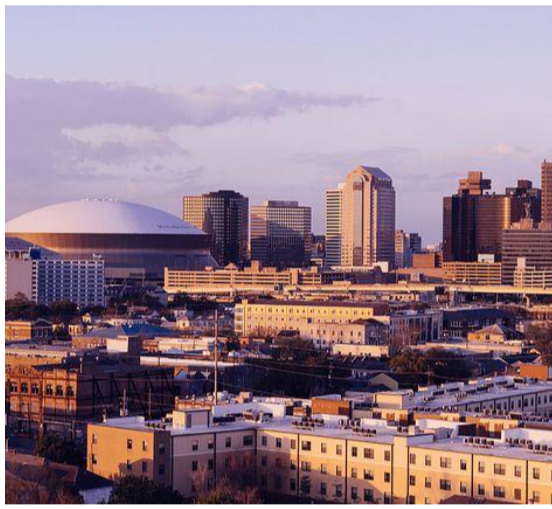


THE AMERICAS SELECTIONS OF THE PASTRY WORLD CUP AND BOCUSE D'OR WILL BE HELD IN THE USA FOR THE FIRST TIME

Yesterday in New York, New Orleans & Company announced that the Americas selections of the Pastry World Cup and the Bocuse d'Or will be held for the first time in the USA in 2024. Sirha Food® and GL events, organizers of the international contests, are delighted for New Orleans to host the competitions and to be able to showcase the diversity of the gastronomy of the region. On 11th, 12th and 13th June 2024, the New Orleans Ernest N. Morial Convention Center will host the two continental selections of the most prestigious international culinary and pastry competitions, showcasing the best pastry chefs and cooks from all over the American continent.

NEW ORLEANS, THE EXCELLENT GASTRONOMIC SCENE



© Paul Broussard

Marked by its French and Spanish influences, New Orleans has a rich and varied culinary heritage that brilliantly reflects the diversity of its history and culture. Some of the most emblematic dishes to try are gumbo – a traditional soup inherited from Creole cuisine – and crawfish étouffée, a typical stew served with rice.

As proof of the city's rich gastronomic heritage, many local restaurants and chefs are honored each year by the James Beard Foundation, one of the most prestigious gastronomic awards in the USA. This year, New Orleans was also named Best Food Destination in the US by Tripadvisor as part of the 2023 Travelers' Choice Awards, making this city an obvious choice to host these two culinary competitions.

"The Bocuse d'Or has a strong and close link with the United States, said **Jérôme Bocuse**, President of the competition. My father proudly said that he had American blood in his veins, received during a blood transfusion in an American hospital during the Second World War. One of the reasons why the two flags – the France one and the American Stars and Stripes - are flying today at the iconic restaurant of the Maison Bocuse. It was obvious that the continental selection of the Bocuse d'Or settles down in the United States to welcome and represent the entire gastronomy of the continent", completes Jérôme Bocuse, who studied at the Culinary Institute of America in New York City and pursued his MBA in Hospitality Management at the University of Florida, Miami before leading family affairs in Orlando, where he currently resides.

On **Tuesday 11th June**, up to 8 countries from North and South America will take part in the **Americas selection of the Pastry World Cup**. The 3 teams on the podium will qualify for the Grand Finale which will take place during Sirha Lyon® in January 2025. A new feature of this cycle will be an emblematic dessert of the country hosting the continental selections. The candidate teams will have to work around a staple American dessert, which will be announced in the coming weeks.

"The United States is one of the world's largest pastry scene, from which many desserts have become popular and consumed all around the world, such as cookies, brownies, cheesecakes, or the Louisiana pecan pie. Being able to count on the hospitality of New Orleans is a privilege, but also a chance to highlight the varied culinary heritage of the entire region", enthuses **Pierre Hermé**, President of the Pastry World Cup.



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On **Wednesday 12th and Thursday 13th June**, the **Bocuse d'Or Americas** will take over the stage, with up to 12 countries competing. At the end of these two days of competition, the jury will qualify the 5 best teams for the Grand Finale of the Bocuse d'Or, also scheduled in January 2025 in France, during next Sirha Lyon®.

As a regular participant in these competitions, the USA has reached the podium 6 times at the Pastry World Cup, with a World Champions title in 2001, and twice at the Bocuse d'Or, notably with the victory of Mathew Peters in 2017.

"New Orleans is a world-class culinary destination and renowned as a city where champions of all kinds are crowned, comments **Walter J. Leger**, President and CEO of New Orleans & Company. We are honored that New Orleans has been selected as the host city for the Bocuse d'Or Americas and the American selection of the Pastry World Cup in June 2024, becoming the first city in the United States to host this event."

"It is a testament to our culinary community and the international reputation our city enjoys for the unique, one-of-a-kind cuisine we showcase across our dining landscape, including classic restaurants operated for generations by legendary families, innovative fine dining, and passionate chefs in kitchens of all sizes and genres. We are ready to celebrate and welcome chefs from around the world to the greatest food city in America", added Leger.

2024, A YEAR PUNCTUATED BY THE CONTINENTAL SELECTIONS FOR THE TWO COMPETITIONS



© White Mirror

After a period of national selections, the year 2024 will be punctuated by the various continental selections of the Pastry World Cup and the Bocuse d'Or: Europe, Americas, Asia-Pacific and Africa.

These will begin with the European Selection of the Pastry World Cup, on 21st and 22nd January 2024 during Sirha Europain®, in Paris.

The competition will see 8 major European nations compete, including France, Italy and Belgium, and the 3 best teams will qualify for the Grand Finale.

To discover all the competing teams: [click here](#).

The Bocuse d'Or Europe will be held on Tuesday 19th and Wednesday 20th March 2024 in Trondheim, Norway. Of the 20 nations taking part, including major nations such as France, Norway, Sweden and Denmark, as well as emerging nations such as Estonia, Latvia and Poland, only 10 will qualify for the Grand Finale in January 2025, during Sirha Lyon®.

To discover all the competing teams: [click here](#).

SPOTLIGHT ON THE WORLD'S GASTRONOMY

Through the international competitions Bocuse d'Or and Pastry World Cup, Sirha Food® highlights and brings together different gastronomic and pastry-making cultures from all around the world. Each edition is an opportunity to discover new generations of chefs who are keen to enhance their culinary heritage through their excellence, commitment and technical skills. Since their creation - in 1987 and 1989 respectively - the Bocuse d'Or and the Pastry World Cup have never ceased to inspire and actively contribute to the effervescence and dynamism that drive the entire profession worldwide.

MEDIA CONTACT



Agence Monet for the Pastry World Cup and the Bocuse d'Or

Lenaig Guillemot, Inés Carrayou et Alexandra Dunant
cmpatisserie@monet-rp.com
bocusedor@monet-rp.com

Kelly Schulz, Sr. VP, Communications and Public Relations, New Orleans & Company
kschulz@neworleans.com, 504-421-0962

Mary Beth Romig, AVP, Public Relations, New Orleans & Company
mbromig@neworleans.com, 504-606-8430



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