



## Press Release

### A SWEET SPECTACLE

#### Asia's best pastry chefs crowned at Asian Pastry Cup 2010

Singapore — The Singapore team was crowned the winner of the Asian Pastry Cup 2010 on 22 April at the end of an exciting, tense and emotional two-day competition. It is the third time in a row that Singapore has won top honours at the Asian Pastry Cup. The teams from Taiwan and Malaysia were awarded the second and third prizes respectively as hundreds of supporters cheered them on. China rounded off the top four teams that will be heading to Lyon for the World Pastry Cup in 2011.

The Singapore team, represented by Chef Jaycent Lau and Chef Alex Chong, created four desserts around their theme for this year. The theme this year was the "Garden of Eden", which drew inspiration from the garden city of Singapore. They captivated the 10-member professional jury with their "Eden" plated dessert, their "Forbidden Fruit" chocolate cake, and their sugar and chocolate showpieces, which won a prize for the "Best Chocolate Showpiece".

The youngest team in the competition, Jaycent and Alex are very proud and excited to have this honour bestowed on them. Jaycent and Alex says, "Everyone else in the competition are pastry chefs with many more years of experience under their belts and needless to say, we are amazed that we have been given this wonderful opportunity to compete on the world stage." In addition to the winning top honours and "Best Chocolate Showpiece", Singapore also achieved the "Media Prize".

Despite not having ranked in the competition, the other competitors from India, Indonesia, the Philippines, Sri Lanka, Vietnam and Australia have their heads held high. To these teams, participating in this high-level competition proved a fantastic opportunity to network and to learn new techniques. Using this learning experience, they will return home to train even harder for the next Asian Pastry Cup in 2012 and give the Singapore team a run for its money.

The atmosphere at the Asian Pastry Cup 2010 was electrifying as the teams brought their supporters with them. They cheered from the grandstands and rushed to take photos of the beautiful desserts and showpieces as they were paraded through the stage area.

Mr Gabriel Paillason, President-Founder of the World Pastry Cup was very heartened by the camaraderie among all participants and he says, "This third edition of the Asian Pastry Cup has cemented its place in the Asian pastry industry and has truly made its mark as Asia's biggest pastry competition. The participation of 10 Asian teams has really brought together the best pastry chefs in the region and definitely, the APC would not have been such a success without them. Furthermore, I would also like to thank the organisers and generous sponsors who have made the APC a success."

The 2010 Asian Pastry Cup has also set itself apart from other competitions of its kind by having the only marking system that has been developed with a governmental qualifying institution. WDA, the Workforce Development Agency of Singapore has developed, in concert with the F&B industry, a Workforce Skills Qualification system now internationally recognized by all professionals and has been adopted by the APC as its new judging criteria. With this, all subjectivity will be removed from the judges' marks, ensuring the jury panel rewards the artistic appearance of the desserts and use of mastered techniques by the pastry chefs.

The top four Asian teams will now prepare to compete with teams from all over the world at the prestigious World Pastry Cup 2009 in Lyon, France in January 2011 where they will meet and vie against teams from France, Japan, Korea, Spain, Italy, and Belgium for the coveted award.

Although the World Pastry Cup may be a European-dominated competition, Taiwan, China, Malaysia and Singapore are far from intimidated. As Taiwan's Chef Hsiu Ming Chan aptly puts, "We believe that the Asian teams will put forth a strong showing. After all, if Japan is able to win the World Pastry Cup, I do not see why the other Asia teams can't."

Official Partners:





Prizes	Teams
Gold Medallist	Singapore
Silver Medallist	Taiwan
Bronze Medallist	Malaysia
3 <sup>rd</sup> runner up	China
Best Chocolate Showpiece	Singapore
Best Sugar Showpiece	Taiwan
Best Chocolate Cake	China
Best Plated Dessert	Malaysia
Best Team Spirit	Indonesia
Media Prize	Singapore
Singapore Pastry Alliance Prize	Indonesia

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The Teams of the 2010 Asian Pastry Cup



Gold medallist- Singapore



Silver medallist- Taiwan



Bronze medallist- Malaysia



3<sup>rd</sup> runnerup - China



Winning teams of the 2010 Asian Pastry Cup



Competing teams of the 2010 Asian Pastry Cup

High resolution images are available upon request.

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### **About the Asian Pastry Cup (APC)**

Founded by Valrhona and Ravifruit in collaboration with Singapore Exhibition Services and the Singapore Pastry Alliance, the Asian Pastry Cup was conceptualised with the aim to promote fine pastry art in Asia through a competitive platform. An Asian partner to the World Pastry Cup held in Lyon, France biennially, it is the official competition at which four Asian countries are pre-selected to compete at the international event.

The APC, first held in 2006, is now in its third year running. The participating teams will prepare and present their best pastry creations live in front of an audience and the esteemed judging panel, helmed by Mr Gabriel Paillason, President-Founder of World Pastry Cup. More information can be found at [www.asianpastrycup.com](http://www.asianpastrycup.com).

Interviews with participating teams can be arranged. For interviews and more information on the Asian Pastry Cup 2010, please contact:

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