



## Press Release

### The Asian Pastry Cup 2010 returns to Singapore in April

(Singapore – 18 January 2010) The Asian Pastry Cup (APC), Asia's foremost pastry competition for professionals, returns this year, bigger and better than ever. This is the third time the biennial event is being held and the 2010 event boasts a record number of teams from across Asia, namely **Australia, China, India, Indonesia, Malaysia, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam**. At the inaugural competition in 2006, 8 teams participated. And in 2008, 10 teams were fielded.

This year, the teams will compete neck-to-neck under extremely tense conditions. The competition requires that they create 4 exquisite masterpieces in just 8 hours in front of an audience. These include a chocolate showpiece, a sugar showpiece, a plated dessert and a chocolate cake. Given the open nature of the competition, ardent supporters of each team will be able to cheer their favourites on as they slave over their spectacular creations.

The APC 2010 will be held from the **20<sup>th</sup> to the 22<sup>nd</sup> of April** at the Singapore Expo Hall 4. The opening ceremony on the 20<sup>th</sup> will mark the start of the event and the competition proper will begin on the 21<sup>st</sup>, culminating in the awards presentation and closing ceremony the next day.

Held in the same format as the World Pastry Cup, each team consists of 3 individuals – a team leader and member who will participate in creating creative showpieces for the competition, and a jury member who will be part of the judging panel helmed by the founder of the World Pastry Cup, Mr Gabriel Paillason.

"We are very pleased to feel the buzz around the upcoming edition! The website has registered more than 15,000 visits in 6 months and interest from many countries, in Asia-Pacific but also Europe, is increasing. The 2010 vintage will be a great one!" says Pierre Tabarié, Brand Manager Asia-Pacific for Valrhona. "We understand that teams are working hard on their preparation and we can expect exciting moments with creations even more impressive than in 2008. Both participants and public will enjoy a very unique event" adds the Business Director of Ravifruit, Bruno Guillon.

The Asian Pastry Cup is also the official challenge at which 4 Asian teams are pre-selected to compete at the World Pastry Cup 2011 in Lyon, France. It is organized in conjunction with Food & Hotel Asia, Asia's largest food and hospitality trade event.

Official Partners:





**Photographs:**

Asian Pastry Cup 2008 – Opening Ceremony



Asian Pastry Cup – Judging Panel at work



High resolution images are available upon request.

For more information on the Asian Pastry Cup 2010, please contact:

Tan Su-Lyn  
PR Consultant  
Tel: +65 6592 0544  
Email: [sulyn@ateconsulting.net](mailto:sulyn@ateconsulting.net)

Amelie Anis  
Asian Pastry Cup  
Tel: +65 6270 3243  
Email: [amelie.anis@asianpastrycup.com](mailto:amelie.anis@asianpastrycup.com)

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