



For immediate release
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A SWEET SPECTACLE Asian's best pastry chefs crowned at Asian Pastry Cup 2008

Singapore — President-Founder of the World Pastry Cup, Mr Gabriel Paillason, crowned the Singapore team the winner of the Asian Pastry Cup 2008 on 24 April at the end of an exciting, tense and emotional two-day competition. The teams from Taiwan and China were awarded the second and third prizes respectively as hundreds of supporters cheered them on.

"Due to the fantastic work by the participants, I will be selecting four top teams instead of three," Mr Paillason announced unexpectedly at the awards ceremony as the audience in the crowded arena clapped enthusiastically. The initial intention was to give only the top three teams the chance to compete at the World Pastry Cup in Lyon, France next year. The talented team from Malaysia was awarded the specially added fourth prize. A warm sense of camaraderie and pride swept across the arena as the audience, filled with ardent supporters of the pastry industry, whooped for joy in response to Mr Paillason's decision.

The Singapore team, represented by Chef Hoi Kuok I and Chef Ng Chee Leong, captivated the 10-member professional jury with their plated dessert, an exquisite milk chocolate sphere filled with homemade hazelnut praline and raspberry granita, their "Bliss Chocolate Entremet" chocolate cake, which also won the "Best Chocolate Cake" special prize, and their "Encounter"-themed sugar and chocolate showpieces. All four creations earned extensive praises and high scores for their taste, texture, presentation and originality. It is the second time Singapore has won top honours at the Asian Pastry Cup.

"It is a triumph for Singapore to come in first amidst such strong competitors. The team did very well," said jury member Chef Pang Kok Keong.

"I am very happy and honoured that we have won. It was a truly exciting competition, every team was excellent," said Chef Hoi, team captain of the Singapore team. "I have only three years of experience in pastry. To many experienced pastry chefs, I am only a beginner. So I am proud to have the golden opportunity to represent Singapore in World Pastry Cup 2009!"

This second edition of the biennial competition, held in conjunction with the biennial Food&Hotel Asia 2008, attracted the participation of 10 Asian teams (up from seven at the inaugural Asian Pastry Cup 2006). This year, teams from China, India, Indonesia, Malaysia, Mauritius, The Philippines, Singapore, Sri Lanka, Taiwan and Vietnam competed for the top spots.

"This year at the second Asian Pastry Cup, we have the participation of 10 Asian nations and saw so many talented pastry chefs in action. I am heartened that the event is growing in importance. I would like to thank the organisers and generous sponsors who have made the APC a success," said Mr Paillason.

A new visual identity for the APC was launched this year. The egg marks the birth of the new and also represents the one ingredient that remains a common theme across many pastry cultures. The gold swirls are an Asian design element that alludes to the exchange and blending of new ideas.



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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 on 25 and 26 January 2009 where they will meet and vie against teams from France, Japan, Korea, Spain, Italy, and Belgium for the coveted award. Former Pastry World Champions include three Michelin star pastry chef, Christophe Michalak (2005); Pascal Molines (1999); and acclaimed Belgian chocolatier Pierre Marcolini (1995).

Mr Philippe Rigollot, the pastry chef at Anne-Sophie Pic's three Michelin-starred Maison Pic and part of the Pastry World Champion team in 2005, made a distinguished appearance as a special guest at APC 2008 courtesy of the World Gourmet Summit 2008. "I am delighted to be here, it reminds me of my wonderful experience at WPC a few years back. I wish for the selected countries an unforgettable experience in Lyon," he said.

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 three Asian countries are pre-selected to compete at the international event.

The APC, first held in 2006, is now in its second year running. The participating teams prepared and presented 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.

Images and a press book containing additional information on APC 2008 are also available upon request.

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Asian Pastry Cup 2008 Prize Winners

Gold APC Trophy: Singapore
Silver APC Trophy: Taiwan
Bronze APC Trophy: China

Special prizes:

Best Chocolate Showpiece: Taiwan
Best Sugar Showpiece: Taiwan
Best Chocolate Cake: Singapore
Best Plated Dessert: Malaysia
Best Team Spirit: Mauritius
Media prize: Singapore
Singapore Pastry Alliance prize: Sri Lanka



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