

SIRHA+ FOOD



+ SIRHA FOOD AND VALRHONA ARE STRENGTHENING THEIR HISTORICAL PARTNERSHIP TO INSPIRE AN EVER MORE RESPONSIBLE FOOD SERVICE

VALRHONA, MAIN PARTNER AND COFOUNDER OF THE PASTRY WORLD CUP IN 1989, STRENGTHENS ITS PARTNERSHIP WITH SIRHA FOOD AND ITS EVENTS, THE EXCELLENCE CONTESTS BOCUSE D'OR AND PASTRY WORLD CUP, AND THE SIRHA OMNIVORE FESTIVAL OF "YOUNG CUISINE"

Active supporter of the architects of taste for more than a hundred years, **Valrhona** has become a reference in the chocolate industry. With cocoa producers, craftspeople and all food lovers, the brand based in Tain-l'Hermitage (Drôme, France) innovates and imagines every day the best chocolate. Its mission: to invent a fair and sustainable sector and inspire a creative and responsible gastronomy.

A real commitment for **Valrhona** is "doing good with good". It is also the motto of **Sirha Food**, global media and food ecosystem of events of the **GL events** group, which organizes, among other events, the **Sirha Omnivore** food festival, and international contests as **Bocuse d'Or** and **Coupe du Monde de la Pâtisserie** as well as the **Sirha Lyon**.

It is therefore quite natural for **Valrhona** to associate since 1989 with this global and International fair of food service, to be involved in the creation of the **Pastry World Cup**.

Since then, **Valrhona** has strengthened its partnership by proactively integrating the **Bocuse d'Or** and **Sirha Omnivore** events, becoming a Global Partner of Sirha Food in September 2023.

This partnership has recently been materialized at the "Grand Palais Éphémère" in Paris, where **Valrhona** supported, as since the beginning, the French candidates of the national selection of the **Pastry World Cup** as Main Partner Founder, but also the chefs of the **Bocuse d'Or** France as Premium Partner of the contest.

"We are very pleased with this partnership, which reinforces the long-standing commitments made by Valrhona to chefs and craftspeople. Transmitting skills, helping talents, supporting and making the profession shine has always been part of our mission. We embody it through The Pastry World Cup, the Valrhona school and our support for major events of world gastronomy, Sirha Lyon being the gold standard of our profession," says Eric Marchisio, Valrhona's Managing Director.

Valrhona also took up residence at the "Parc Floral" in Paris to celebrate the 20th anniversary of **Sirha Omnivore**, the Festival of "Young Cuisine". As a Platinum Partner, **Valrhona** were in the new Hub Chef.fe.s and at the **Sirha Omnivore** food corners.

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*"This partnership between Valrhona and Sirha Food is historic after more than 30 years of collaboration, adds **Luc Dubanchet**, Director of Sirha Food and Founder of Sirha Omnivore. More than advocating the technique and excellence cherished by the Pastry World Cup and the Bocuse d'Or, Valrhona has made social and environmental responsibility a genuine commitment and works for a fairer and more sustainable sector. This is one of the reasons why Sirha Omnivore exists for 20 years, promoting a creative and especially conscious Young Cuisine. We are very proud to renew our commitment together for 6 years and look forward to celebrating these great highlights together in September,"* concludes **Luc Dubanchet**.