



For Immediate Release
November 9, 2023

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

New Orleans to serve as host city June 11-13, 2024

New Orleans, LA – Last evening, at a gastronomic event filled with tastes of New Orleans 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. The New Orleans Ernest N. Morial Convention Center will host the two continental selections of the most prestigious international culinary and pastry competitions June 11, 12 and 13, 2024, showcasing the best pastry chefs and cooks from all over the American continent.

NEW ORLEANS, THE EXCELLENT GASTRONOMIC SCENE

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 America. 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.

Tuesday, June 11, up to eight countries from North and South America will take part in the **Americas selection of the Pastry World Cup**. The three 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.

Wednesday, June 12, and Thursday, June 13, 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 five 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 six 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,” said Walt. Leger, President and CEO, 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

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, January 21 and 22, 2024 during Sirha Europain[®], in Paris. The competition will see eight major European nations compete, including France, Italy and Belgium, and the three 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, March 19, and Wednesday March 20, 2024, in Trondheim, Norway. Of the 20 nations taking part, including 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 CONTACTS

Agence Monet for the Pastry World Cup and the Bocuse d'Or
Lenaïg Guillemot, Inés Carrayrou and 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

