



The Maestri del Lievito Madre (Masters of Sourdough) group has set a worldwide challenge to select the best traditional artisan panettone

The Panettone World Championship will crown the best international panettone maker as King of the Pastry Chefs

Initial selection: 22 July the semi-finalists will be selected during the “La Notte dei Maestri del Lievito Madre” event to be held in Parma

The finals are scheduled for 20 October at HostMilano – Rho



A worldwide challenge in perfect proofing, elegant shaping, kneading and baking methods, choice of ingredients, finesse and balance on the palate, originality and colour... The **Maestri del Lievito Madre** group is launching the first edition of the “**Panettone World Championship**” and invites the best pastry chefs in Italy and worldwide to compete for the title of “World Panettone King”. The **Panettone World Championship** was set up precisely to promote the excellence of artisan panettone at international level, by comparing the different cultures of those who produce panettone starting with naturally occurring yeast, a factor that reveals the true identity and character of each area.

There is an abundance of competitions dedicated to rediscovering and perfecting the best recipe for “pan de Toni”. Passion for this cake, consumed at any time year, has now become a global trend and has crossed the borders of Italy, to the extent that over half the mentions on the Web are made from other countries and not Italy (approximately 52.8%). Moreover, just think, if you type in #panettone on Instagram, you will get around 393 thousand panettone photo posts.

“We launched this challenge,” explain the pastry chefs of the **Maestri del Lievito Madre** group, who are promoting the initiative, *“to provide an opportunity for professionals in the industry from all over the world to compare and share their expertise and to reward the best artisan panettone at*



international level as well as to promote the excellence of Italian pastry making throughout the world. We are a very close-knit group and want this contest to grow to become the landmark event for top quality pastry making in the world."

In this first edition, foreign pastry chefs will be invited by the **Maestri del Lievito Madre** group to participate; they will compete directly for the title of "best traditional artisan panettone in the world" at the finals in Milan. *"It was a logistical and organisational decision. At this time we are seeking to increase our visibility abroad as much as possible to extend the initiative beyond Italy's borders: this way no one is penalised and we give our colleagues outside of Italy the opportunity to compare their skills with Italy's most high-profile pastry chefs thereby making the challenge more exciting."*

A jury of high quality experts nominated by the **Maestri del Lievito Madre** group will select the best traditional artisan panettone, which will compete for a place in the finals. Scores will be allocated using a special chart based on a points system from 0 to 10 for each of the five following parameters:

- **appearance:** elegance of shape, evenness of crumb, colour of crust and crumb, lightness and airiness of texture...;
- **primary aromas:** balance of aromas, overall intensity, plurality of aromas, finesse (in terms of elegance of aromas), persistence;
- **flavour:** rheological properties (sensations upon chewing), intensity of taste, richness of taste, complexity of flavours, balance of flavours, persistence, naturalness, refinement of taste;
- **participant's know-how:** managing the proofing process, making up the dough, choice of ingredients, baking method;
- **overall experience:** consistency, personality and originality.

The names of the Italian pastry chefs and members of Maestri del Lievito Madre who make it through to the final will be announced on **Monday 22 July** during the **La Notte dei Maestri del Lievito Madre** event, now in its 5th edition, acknowledged as one of the most important in the leavened "non-seasonal" cakes sector. The announcement of the finalists of the first edition of "**Panettone World Championship**", promoted by the **Maestri del Lievito Madre** group will be made against the stupendous backdrop of Piazza Garibaldi in the historic heart of Parma (starting from 8 pm).

The winners will be crowned and awarded their prizes on 20 October 2019 at the **41st edition of HostMilano, the International Hospitality Exhibition** (scheduled from 18 to 22 October 2019 at Fiera



Milano, Rho). The panettone will be tasted and judged by two different juries: a panel of experts, made up of the best known and best qualified Italian and foreign pastry chefs and a panel of critics, comprising food journalists and gourmets.

The regulations can be consulted on the www.panettoneworldchampionship.com website.

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