



EXPRESS YOUR
TRUE NATURE™

Paris, September 8th, 2022

In order to continue its mission to empower pastry chefs, Cacao Barry in partnership with La Liste, launched the first worldwide selection of the Best Pastry Shops. Already more than 700 selected addresses can be found in the mobile application of La Liste, a first for gastronomy and pastry lovers!



- *After several years of research, Cacao Barry finds in La Liste the partner of choice to realise the dream of creating the world's first list of the best pastry shops.*
- *An easy-to-locate offering of dining experiences in La Liste's mobile app (soon on Apple Store and Android), in partnership with Cacao Barry.*
- *More than 700 patisserie addresses selected by La Liste for the launch of this first sweet selection, with an initial focus on Europe, but already expanding to more than 60 countries worldwide.*
- *A first which geo-locates the best pastry shops in all its forms (haute pâtisserie, bakery-pastry, whether they also serve tea time and afternoon tea or coffee, in physical shops or online...).*
- *Cacao Barry applauds the proven methodology of The Restaurant List, which is also applied to The Pastry List: The List aims to condense the opinions of food guides, recognised food critics, bloggers and participatory sites that publish consumer reviews.*
- *A project launched during La Liste's annual Garden Party in partnership with Cacao Barry, on September 5th on the theme of pastry with 15 French and international pastry chefs participating and +300 guests.*

The launch of this first selection of the world's best pastry shops is the realisation of a long-held dream at Cacao Barry, made possible through the new partnership with La Liste. "Providing chefs and artisans with the means to express themselves and succeed through an offering of fine flavour chocolates has been Cacao Barry's mission since its inception 180 years ago in Paris,"

comments **Andrea Doucet Donida, Global Brand Director for Cacao Barry**. "After establishing the first Chef Ambassadors Club and the first chocolate courses for pastry chefs in the last century, we are now continuing this important legacy. We are honoured to be part of showcasing today's top pastry chefs and their shops, providing a true gastronomic experience that the public can now find at the click of a button."

More than just photogenic, pastry is defining new trends, becoming sustainable and anti-waste, local, respectful of the seasons and of nutritional balance. It is at the origin of new concepts, such as "dessert restaurants", or is becoming digital while revalorising a historic manual craft. This is what La Liste details for each address in a few key words, the specialities of the place. The pastry world has responded to the challenges of recent years with verve.



With this initiative, Cacao Barry underlines its continuous commitment to chefs for the last 180 years and promotes the success of the artisans today.

The global craze for quality pastry is indeed growing, thanks to innovative pastry chefs and entrepreneurs, but also thanks to hotels that give pastry chefs the space to flourish, by financing tea rooms and customised pastry shops with a "take away" offer.

*"Pastries are the new stars of gastronomy, and are now not only essential gourmet stops around the world but also a true gateway to gastronomy," comments **Hélène Pietrini, Managing Director of La Liste**. "By creating the world's first guide to the best pastry shops, La Liste is now positioning itself as the most selective global culinary travel guide for food lovers, and wishes to put the spotlight on a culinary heritage sector in full visual but also gustatory creativity, responsibility and entrepreneurial innovation."*

While France remains the capital of pastry and its expertly trained pastry chefs influence high-end pastry, the world of pastry is vast and the result of strong local cultural heritage. Although the first year has more of a European focus, the list honours countries known for their own pastry traditions, whether North American, Latin American, English or Asian.

Cacao Barry applauds La Liste's objective and well-referenced methodology. Indeed, La Liste's selection for pastry shops is the same as for restaurants and based on sourcing. La Liste compiles a digest of reviews available in international guidebooks and other media, both online and in print. The ratings from different guides and publications are compiled and weighted.

*"Our method is inspired by the "meta-rankings" used in academia (Shanghai Ranking), sports (ATP) and other fields: rottentomatoes.com for films, metacritic.com for video games. This not only allows for international coverage, but also for a quick overview of new trends and their perception by the media," adds **Jörg Zipprick, Co-Founder and Editor-in-Chief of La Liste**, "This new list will eventually give a vision of the world's pastry."*

There will be no ranking in the first year, but the situation will be reassessed next year, once the geographical network has been consolidated and referenced.

Launch at the Garden Party - 5.09.2022

The new mobile application including the selection of the best pastry shops was launched on **Monday September 5th**, during the La Liste Garden Party, in partnership with Cacao Barry.

This culinary event traditionally brings together the community of chefs in the restaurant industry. Chefs and pastry chefs were thus been place under the lime-light, orchestrating a unique group around pastry in the magnificent gardens of the Maison de l'Amérique Latine:

René Frank and **Sébastien Vauxion**, chefs of Europe's only two dessert restaurants, respectively Coda Dessert dining in Berlin and Le Sarkara in Courchevel; Chefs **Myriam Sabet** of Maison Aleph and **Nina Métayer** of the online pâtisserie Delicatissérie; from London and the pâtisserie of London's iconic hotel The Connaught, pastry chef **Nicolas Rouzaud**; pastry chef-chocolatier **Sébastien Bouillet** from Lyon, but also from Tokyo and Osaka; Moroccan chef **Aya Balkahia** of La Madeline de Proust; **Jordi and Ale Roca**, the creative couple behind Rocambolesc in Girona, Spain; Parisian chefs **Yann Couvreur** of Yann Couvreur Pâtisseries and **Kevin Lacote** of the eponymous KL Pâtisserie; Parisian palace chefs teamed up with their mixologist, Chef **François Perret** of the Ritz Paris; **Quentin Lechat** of the Royal Monceau Raffles Paris; and **Ramon Morató**, Creative Director, Cacao Barry Monde.

The final word goes to **Ramon Morató, Creative Director, Cacao Barry Monde**. *"The pastry chefs who go above and beyond every day are celebrated in this first selection, which will continue to grow as the algorithm of La Liste develops. It is truly the culmination of a dream that we have had within the Cacao Barry team to empower them and highlight their great talent and their daily efforts towards the general public. This is just one more recognition of the growing importance of pastry in the world's gastronomy."*

The list of the selected addresses will soon be available in the La Liste application, to be downloaded for free in the Apple Store and Android. An initiative in partnership with Cacao Barry.



About Cacao Barry® – Express your True Nature

Cacao Barry, a French brand that has become an international leader in chocolate and cocoa for professionals, with a 180-year history of innovation, protecting the biodiversity of the cacao fruit and promoting sustainable development, hand in hand with pastry and chocolate artisans everywhere.

Building on its heritage in French pastry-making since 1842, Cacao Barry offers a wide variety of fine chocolates whose fruits and beans are carefully selected from exceptional plantations in Latin America, Africa and Asia.

Cacao Barry's purpose is to empower chefs to go further, inspire them and give them new perspectives so that they can fully express their talent and their true Nature.

Support for chefs is also provided through its influential network of ambassadors worldwide and its 26 Chocolate Academy™ centres around the world.

Through its commitment to the cacao sector and its ambitious 'Thriving Nature' programme goals, Cacao Barry aims to ensure sustainable growth of the chocolate sector through a movement that includes cacao farmers, civil society, industry, governments and chocolate professionals supporting the Cocoa Horizons programme. It has already achieved its 2020 goal of having 100% of its beans from sustainable sources. Cacao Barry is also the first and only professional chocolate brand to receive the Bee Friendly certification for its almond products. Its entire nut range is also sustainably sourced, reinforcing its leadership position for a nature-friendly present and future.

Cacao Barry® is one of the two founding brands of the Barry Callebaut Group.

Sustainable nature - Flavour excellence - Open and stimulating community - Inspiring evolution

About La Liste

La Liste is an independent ranking that launched in 2015. Often referred to as "the ranking of all rankings", it works off an algorithm that integrates and assesses more than 1,000 international sources. Depending on the country, these sources may be scores and rankings from well-known restaurant guides but also opinions from the international, national, and regional press, as well as customer ratings.

La Liste is available through its mobile app in 9 languages and reaches over 30,000 geolocated restaurants in more than 200 countries. La Liste is now "embedded" in 1.5 million Hyundai group cars, bringing the database to 3 million views each month.

La Liste produces world-impact culinary events not only to reveal its annual ranking and awards but also gather the international community of chefs and celebrate the diversity of cuisines worldwide.

Contacts

Contact Presse France et International

Tiphaine Pichon Tiphaine_Pichon@barry-callebaut.com

Téléchargez gratuitement l'application La Liste disponible en 9 langues sur IOS et

Android : laliste.app.lnl/download

Visitez notre site internet

www.cacao-barry.com

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