



Press Release

Incredible showpieces created during the nerve-wrecking finale Elias Läderach overwhelms the jury and becomes World Chocolate Master 2018

- **Elias Läderach from Switzerland is the winner of the 2018 World Chocolate Masters**
- **Elias Läderach convinced the jury and takes home a distribution deal with Harrods**
- **Yoann Laval from France and Florent Cheveau from USA are the runners up**
- **Drama and tears as Singapore loses pieces of the showpiece**

Paris/Brussels – November 2, 2018 – Elias Läderach from Switzerland surpassed the other contestants and was crowned ‘World Chocolate Master 2018’. During the nerve-wrecking last round, he was able to convince the jury and takes home a distribution deal with Harrods. Yoann Laval from France and Florent Cheveau from USA are the runners up.

Final assignments: masterpieces in recipes and shapes

Today, in the final round, the ten chefs created two master pieces. A Fresh Patisserie, for which they had to do “on the spot shopping” - a real race against the clock!

The most impressive piece was every contestant’s **City of Tomorrow**: their astonishing view on future cities, reflected in incredible chocolate sculptures. Tall buildings and futuristic shapes were made, all created out of the best and most impressive combinations of ingredients!

The ten chefs brought with them an enormous crowd of fans, clearly giving them a strong energy boost. Luckily, all chef were able to finish their creations in time.

Dramatic highlights of this nerve-wrecking finale

Moving the showpiece sculpture turned into a nightmare for Desmond Lee from Singapore. While moving his showpiece to the presentation booth, major pieces broke off and fell on the floor. Watch [this video](#) to see it happen!

Elias Läderach is the ultimate winner and takes home the title World Chocolate Master

Elias was very happy about his winning chocolate pieces. “I paid special attention to the sugar level of the Patisserie. It had only 4% added sugar, which is 60% less sugar than average pastry today. I used fresh fruit and tried to give it a very elegant shape”, says Elias. For him, his final showpiece was true art: “For me, it is like a 3D painting. It’s a dynamical game between movement and silence. On the inside, you see a woman who symbolizes the silence. The leaves floating around it symbolize the movement. It is really a piece that reflects all my passion and love for chocolate artistic”. The winning chocolate pieces will be exhibited in Harrods, the world-renowned luxury department store.

View a video on his performance in the competition [here](#).

Photography and video of the competition

Watch the insane creations in the photos of this press release.

For high resolution images, go to the following link: [press photography WCM](#)



Videos of all contestants are shown on Vimeo: <https://vimeo.com/wcm2018>

World Chocolate Masters

The World Chocolate Masters is an international competition that was founded in 2005. It is the most demanding contest for chocolate professionals and is often referred to as the "world chocolate championship".

The World Chocolate Masters is an initiative of Cacao Barry®, one of the gourmet brands of the Barry Callebaut Group (www.worldchocolatemasters.com)

About Cacao Barry® (www.cacaobarry.com):

By constantly inventing and reinventing Pastry and Gastronomy, France gave its name and mark to this art. It is a tradition envied by the whole world. It is all about creativity, innovation, and above all passion. Since its creation in 1842, Cacao Barry® has been entirely committed to this heritage. Today Cacao Barry® provides the most complete palette of products, to all passionate chocolate craftsmen around the world: chocolate and couvertures, pralinés, origins and exclusive plantations, decorations and moulds, inspiring them and opening doors to new creative experiences. Besides, Cacao Barry® offers the widest international community of chocolate professionals, Ambassadors' Club and Chocolate Academies to support craftsmen and chefs on their quest for perfection. Cacao Barry® is a global Gourmet brand of the Barry Callebaut group, the world's leading manufacturer of high-quality chocolate and cacao.

About Barry Callebaut Group (www.barry-callebaut.com):

With annual sales of about CHF 6.8 billion (EUR 6.3 billion / USD 6.9 billion) in fiscal year 2016/17, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs close to 60 production facilities worldwide and employs a diverse and dedicated global workforce of about 11,000 people.

The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

The Barry Callebaut Group is committed to make sustainable chocolate the norm by 2025 to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the Cocoa Horizons Foundation in its goal to shape a sustainable cocoa and chocolate

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