



The national and international selections are underway for the second edition of Panettone World Championship, organized by the Accademia dei Maestri del Lievito Madre e del Panettone Italiano (Academy of the Masters of Sourdough and Italian Panettone)

**Selections in Italy will take place in six schools
Participants abroad from Spain, Singapore, Argentina and Brazil**

**The finals will take place at HOSTMilano,
The semi-finals are at ALMA – The International School of Italian Cuisine in Parma**

New this year: the popular jury

The journey towards the second edition of Panettone World Championship begins. The national and international selections of the event born and organized in Italy have begun, celebrating the most famous Italian leavened product in the world: the traditional artisanal panettone. The finals will take place at **HOSTMilano**, the world exhibition dedicated to the catering and hospitality sector, on October 24, 2021. The headquarters of **ALMA - The International School of Italian Cuisine** in Parma will host the semi-finals on October 22.

There are three main objectives of the international event, organized by the **Academy of the Masters of Sourdough and Italian Panettone**. *“Create an important moment of confrontation and synergy. In this very delicate and difficult year - explains Master **Claudio Gatti**, President of the Academy of the Masters of Sourdough and Italian Panettone – our aim is to start a discussion to promote respect for traditional artisanal panettone. It is produced using only quality raw materials, without the use of chemical additives and preservatives or modifying the natural essence of the basic ingredients. Finally, we want to raise public awareness about the importance of the quality, value and uniqueness of the craftsmanship of traditional artisanal panettone”.* The fundamental principle of creating new synergies is supported by three of the most representative media outlets in the world of pastry: **Dolcesalato, Italian Gourmet with Il Pasticcere and Gelatiere Italiano** and **Pasticceria Internazionale** will be alongside this Panettone World Championship on this journey to HOSTMilano. "The voice of journalist Francesco Seminara, of the "**SoulSalad**" radio programme, the first national show entirely dedicated to the food and wine world, will chronicle the various stages of the selections all the way to the finals in Milan".

The undisputed stage of this second edition will be the schools that host the selections in Italy and abroad. In 2019, the first edition of Panettone World Championship, the technical jury crowned the baker Alessandro Slama world champion, while Maestro Salvatore Gabbiano's panettone won over the critical jury. This year a third prize is added, as a popular jury will also vote. *"Our panettone is aimed at the public",* explains Maestro **Maurizio Bonanomi**, of the Academy's Board of Directors. *"For this reason, we have chosen to enhance the jury of professional technicians, recognized all over the world, and the critical jury, made up of authoritative journalists, with a jury of those who simply love panettone, its heritage, and the driving force of history, tradition, passion and commitment behind it”.*

Despite this difficult moment in history, the Academy of Sourdough and Italian Panettone is planning different moments of dialogue, together with the partners **Agugiaro & Figna Molini** and **Le Sinfonie**, **Cesarin Spa**, **Polin Group**, **Artecarta Italia Srl** and technical sponsor of who **Goeldlin Chef** will accompany the





Masters on this journey to HOSTMilano. This gives impetus to the principles of collaboration, comparison and synergy that make up the Panettone World Championship.

Panettone World Championship in Italy

PWC's journey to HOSTMilano will make stops in six of the best national pastry and cooking schools. For the selections in Italy, 30 panettone will be chosen to represent Italy in the semi-finals.

The **Tessieri School of Ponsacco** (Pisa) will kick off the comparison (**March 11**).

On April 12, the selections will move to the **Dolce & Salato School**, which is based in **Maddaloni** (Caserta).

A few days later, on **April 19**, the spotlight will be on the candidates who will meet at the **Campus Etoile Academy** in **Tuscania** (Viterbo).

Then we move to Veneto, in **Mellaredo di Pianiga** (Venice) to **HANGAR 78**, which will host the jury on **April 26**.

On **May 3**, the Panettone World Championship will be in Emilia Romagna at iTalenti al Dulca Srl in **Rimini**.

The penultimate stage, before the semi-finals, will take place at **ICIF, the Italian Culinary Institute for Foreigners** in **Costigliole d'Asti** (Asti).

Panettone World Championship abroad

A panettone will be selected as a representative of the foreign country of origin. In total, five representatives from abroad and 30 from Italy will be admitted. First stop for the selections abroad is **L'ATELIER BARCELONA**, the pastry school founded and directed by pastry Chef **Eric Ortuño**, together with **Ximena Pastor**. The selections will take place on **April 16**.

Other selections are planned in **Singapore**, at **The Culinary Institute of America**, in **Argentina**, and in **Brazil**.

The semi-finals in Parma and the final in Milan in October 2021

Thirty-five panettone will compete in the semi-finals that will take place on **Friday October 22** at **ALMA - The International School of Italian Cuisine in Parma**. Of these, only 20 will go to the finals, which takes place on **Sunday October 24** at **HostMilano 2021**.

The juries

The **technical Jury**, the **quality Jury** and the **popular Jury** will judge the products blindly and only the delegate will be aware of the correspondence between candidate and product.

The **technical jury** is made up of undisputed masters of sourdough, chefs, pastry chefs, master bakers and a jury president.

The **quality jury** is made up of journalists and specialized operators in the communication sector with a deep knowledge of the product and a jury president.

The **popular jury** is made up of a heterogeneous audience elected by drawing lots from special lists.

How to participate

The regulations and the registration form can be viewed and downloaded from the official website of the event (panettoneworldchampionship.it). The deadline to submit requests is March 15. The cost is € 150.00.





Each participant will receive communication from the organizing secretariat about the location where they need to send the panettone for the competition. For information: info@panettoneworldchampionship.com
www.panettoneworldchampionship.com.

Who is the promoting committee of Panettone World Championship?

The Academy of the Masters of Sourdough and Italian Panettone, established in September 2020, was born from the determination of a small group belonging to the **Maestri del Lievito Madre**. Masters Claudio Gatti, Salvatore De Riso, Maurizio Bonanomi, Paolo Sacchetti, Vincenzo Tiri and Carmen Vecchione provided the driving force to set up the Academy with the aim of promoting and protecting the use of sourdough starter by pastry chefs, pizza chefs and bakers who have been using and working with it for at least 10 years.

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