



PANETTONE WORLD CHAMPIONSHIP 4TH EDITION 2025

2019 and 2021 edition – singles competition
2023 and 2025 edition – team competition

The Accademia dei Maestri del Lievito Madre e del Panettone Italiano - Academy of Masters of Sourdough and Italian Panettone - (hereafter also referred to as "**the Academy**") has set out the following Regulations (hereafter "**the Regulations**") for the 4th Panettone World Championship (2019-2021-2023-2025) organised as a team event for the second time (hereafter also referred to as "the **PWC**") which will take place in Verona and Milan from 13th to 18th October 2025.



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01 SELECTION AND ENTRY

National Team Selection

Members of national teams (hereafter also referred to as "National teams") will be selected and nominated by major figures (Professional sportspeople–Clubs–Leagues–Schools) acknowledged in the professional field of the country concerned, that will contact the Academy following the modalities specified on the Academy's website. A maximum of 12 teams shall be admitted.

How to participate

Fill in the entry form in Appendix 1 of the Regulations and send it to the following email address: info@panettoneworldchampionship.com

Only one team will be admitted for each country. Final selection of the teams admitted will be determined by the unquestionable judgement of the Academy and by the Organisation set up by it for the PWC project. To enter the competition the team must fill in and sign the Privacy form as well as the sections regarding the conduct to be held during the competition contained in Annex 1 to ensure the correct and orderly unfolding of the competition.

Closing date for entries

Entry forms must reach the Academy **no later than 31st December 2024**.

Entry fee

€ 1500 to be paid once you receive confirmation of your participation from the Academy and, in any case, **no later than 31st January 2025**, by bank transfer to A.M.L.M.P.I. SRL at Unicredit Banca IT 60 0 02008 65900 000107111469 – BIC/SWIFT UNCRITM1PU8 specifying as reason for payment "entry fee for the (name of country) team for the PWC 2025 Championships".

Entry is only considered complete when your entry fee has been received. Withdrawal from participation shall not entitle the team to any refund of the entry fee, as the latter is intended to cover secretarial and administrative costs.

Composition of national teams

- 3 competitors whose nationality corresponds to the competing country
- 1 Captain and spokesperson nominated and selected from the 3 team members
- 1 Team Manager for each country, whose nationality corresponds to the competing country. **All communications will be in English.**

The candidates who can demonstrate that they have been residents in the participating country for at least 5 years will also be accepted for selection. Any additional coaches nominated by national teams must **reside** in the same competing country.

Each participant, regardless of their role within their National Team, is personally and exclusively responsible for the truthfulness and authenticity of the identity documents submitted to the Academy for identification purposes. The participant expressly releases the Academy from any obligation to verify or authenticate such documents and hereby waives any and all liability on the part of the Academy in this regard. Each participant acknowledges and agrees that, should the falsity or lack of authenticity of their identity document be discovered after the submission of the application for participation, this may result in the rejection of the participant's or the entire National Team's application, or the immediate disqualification of the National Team at any stage of the championship.



The Team Manager does not have to be the only coach: teams are free to choose their own coaches which can be more than one. In any case, none of the members of the jury can also be coaches except for Team Managers (technical jury).

Applying any form of discrimination of any type when selecting team members is expressly prohibited by the Regulations. The following are also prohibited: discriminatory behaviour towards anyone before and throughout the entire duration of the competition, based - in particular - on gender, race, colour of the skin or ethnic or social origin, genetic characteristics, language, religion or personal belief, political opinion or opinions of any other kind. **Any conduct that does not comply with the Regulations may result in the immediate exclusion of the team from the competition or in the application of penalties to the Overall Total Ranking, according to the unquestionable judgement of the Supervisors and of the Academy.**



02 PRESENTING THE TEAM PROGRAMME

All the teams must prepare:

A – Classic Italian panettone

B – Chocolate panettone with dark dough, called "Chocolate panettone"

C – Innovative panettone with Gelato, called "Innovative panettone with Gelato"

D – "Circular" single-portion product made with traditional panettone dough:

(reuse of panettone dough) This product is made according to the principles of the "circular economy," with the goal of minimizing food waste

E – "Flower-shaped Sourdough" using the baker's own refreshed sourdough starter.

F – Freely-decorated panettone

strictly adhering to the instructions detailed in point 5 of the Regulations.

No later than 01.09.2025 each team must present its own Programme using the template provided by the Organization **in English or Italian**, indicating

- panettonnes that will be prepared live, during the competition
- recipes
- preparation method
- baking method
- style of the panettone presentation.

The recipes must be submitted by completing the template provided by the Organization, which is mandatory. The recipes must include the raw materials and equipment made available by the PWC sponsors as well as any fresh ingredients requested during the competition. If the Organization does not give instructions or confirmations, all the fresh ingredients must be procured and purchased by the participating team. None of the ingredients procured by the teams can be in contrast with the products supplied by the sponsors. Any recipe modifications will be accepted only if communicated no later than 15.09.2025, along with the complete submission of the replacement recipe, using the template provided by the Organization, without penalty. However, the Organization will not assume any responsibility for ingredients or equipment requested after 01.09.2025.

All documentation must be professionally presented and contain all relevant information so that it can be checked and assessed in terms of its compliance with the Regulations. If any of the sections are missing **a penalty consisting of a deduction in points will be applied to the Overall Total Ranking.**

All the recipes and materials produced and presented to the PWC are understood as being the sole property of the Academy which is entitled to publish and disclose them. Recipes and information in the Programme must not be divulged before or during the competition. Failure to observe this rule will lead to **disqualification of the team.** If specifically requested by participants, this information may only be divulged after obtaining express written consent from the Academy.

All the National Teams must prepare, bring and present to the Jury of the Finals in Milan a **brochure of presentation describing** the entire production phase of **products A+B+C+D+F** which will be evaluated by the Jury of Journalists before the tasting session and which will participate in the Special Award contest for the "Best Brochure of presentation". In addition to the recipe, the following can also be described, even with a creative style: the concept, inspiration, the creative process, the members of the National team.

Not presenting the brochure will result in a **penalty being applied in points which will be deducted from the specific ranking for each product. No.40 brochures must be printed and presented** to the voting judges. A single brochure of presentation can be prepared for all the products A+B+C+D+F.



03 PWC 2025 ORGANIZATION

National Team Presentation

The following will take place on Monday 13th October 2025 in Verona: welcome, a detailed organisational briefing session, presentation of the competing teams including handing over of the official jackets to the National teams by the Organization of the Academy of the Masters of Sourdough and of Italian Panettone.

Period, location and duration of the competition

The competition will take place from Tuesday 14th to Friday 17th October 2025 at Polin Verona, Viale dell'Industria 9, 37135 Verona (VR) Italy.

The competition calendar is as follows:

Day	Time	Event	Location
Monday 13 October	17:00	National teams presentation & jacket delivery	Polin
Tuesday 14 October	06:00 – 00:00	Group 1	Polin
Wednesday 15 October	06:00 – 00:00	Group 1 h. 18:00 - 19:00: Circular single-portion product, Flower-shaped sourdough presentation and decorated Panettone presentation	Polin
Thursday 16 October	06:00 – 00:00	Group 2	Polin
Friday 17 October	06:00 – 00:00	Group 2 h. 18:00 - 19:00: Circular single-portion product, Flower-shaped sourdough presentation and decorated Panettone presentation	Polin
Saturday 18 October		Final	Host

Gelato: Teams will independently manage gelato production and storage during competition days, in a designated area.

Saturday morning at 5:00 a.m. the teams will go to Milan for the Finals.
All the prizes will be awarded in Milan.

Finals

Including the announcement of the winners and assigning of the Special Prizes: on Saturday, 18th October 2025 at Host Milano Fiera, Milan, Italy.

Notes

On request, for EU participants or those located in Europe, there will be a 1-day pre-competition session for acclimatizing/preparing the sourdough starter for the competition (starter proving-acclimatization). On request, for non-EU participants, there will be a 2-day pre-competition session for acclimatizing/preparing the starter (starter proving-acclimatization). These days will not be judged in any way by the jury and are solely the preparatory phase of the competition.

The PWC Organization will assign and book, at its own expense, hotel rooms for 3 team members + 1 team manager, in Verona, from Monday 13th October to Friday 17th October (included). The PWC Organization will also arrange and pay for the bus journey from Verona to Milan on Saturday morning, for those who need it, as well as transport for the various panettoni in secure containers, sealed in the presence of a responsible figure in charge. Any other expenses for board and lodging, travel, translations, interpreters and other miscellaneous fees are intended to be covered by the participating teams.



04 COMPETITION PROGRAMME

Location and date

The participating teams will work at the Polin Laboratories - Main Sponsor - in Verona. The teams will be divided into 2 groups working in 6 laboratories. The laboratory will be available upon request in the days before the competition for the purpose of feeding the sourdough starter.

The competition will begin on Tuesday 14th October 2025 and end on Friday 17th October 2025 within the following hours:

5.40 a.m.: inspection by the competition supervisor

6 a.m.: start of competition

1 – 2.30 p.m.: lunch break (optional)

By midnight: conclusion.

After the end of the competition:

- the teams will weigh the A+B+C panettoni.
- containers will be packed and sealed for transportation to Milan of the A+B+C+F products.

In the presence of the competition supervisors, each team will check the weight of their own panettoni, pack them in specific boxes made available by the Organization and hand them over to members of the Competition Management – who will seal them with the flag of that specific country + a wax seal + the signature of the person responsible of this role - for despatch to the Finals. Travel to Milan is planned on Saturday morning at 5:00 a.m. in vehicles arranged by each participant or on a bus made available by the PWC Organization.



04 COMPETITION PROGRAMME

Notes

Entry to the Polin premises is reserved to staff expressly authorised by the Competition Management. During the competition, the Pantry opens at 5.40 a.m. and shuts at midnight. Access is only allowed in the presence of an authorised steward. The Competition Management will give the keys to the steward at 5.40 a.m. and take them back at midnight on each competition day. **For no reason whatsoever will anyone be allowed to enter the company without members of the Competition Management or members of staff authorised by the Polin Management being present.** All transgressors will be penalised in points detracted from the Overall Total Ranking of the team they belong to.

Any access to persons external to the competition, including photographers, interpreters, video makers, social media managers or press offices, will be granted through an accreditation procedure which will include the handing over of a badge. Such persons must be expressly authorised by the Competition Management on the basis of a calendar, modalities and rules defined by detailed instructions that will be provided before the competition.

It is prohibited to use mobile phones during the competition. Each team may use a single tablet, equipped only with the applications (APPs) necessary for temperature verification.

Any anomalies or technical problems of any type that may occur during the event will be dealt with by the unquestionable judgement and decision of the Competition Management.

The lunch break is optional but must take place during the given time slot, from 1 to 2.30 p.m. During the lunch break each team will provide for its own food.

Activities and working hours of the Supervisors

Each National Team will be overseen by Supervisors designated by the Academy; these may belong to - or be external to - the Academic and PWC contexts. The Supervisors will be present during the entire unfolding of the competition. Laboratory activity supporting Supervisor activity will be filmed by live cameras round the clock.

Pre-competition inspection modalities

Designated Supervisors will have 20 minutes (5.40 – 6 a.m.) to inspect:

- the laboratory
- the equipment
- the ingredients
- the starter.

It is obligatory for the team captain - and if necessary an interpreter - to accompany the Supervisor during the inspection. The Supervisor will only perform a visual check but cannot touch anything.



04 COMPETITION PROGRAMME

How the competition inspection will be assessed:

- Work logistics (work organisation)
- General cleanliness of tables and floor and personal hygiene
- Waste production: for sustainability purposes, waste production must be kept to a minimum.

If ingredients unauthorised by the Regulations or by the Academy are found, or if those made available by sponsors and by the Competition are not used, the team will suffer a penalty in points for each ingredient which will be deducted from the Overall Total Ranking.

Area Coach

The presence of a team manager and of any coaches of the National teams is authorised in a specific reserved area in the grandstand. The team manager and any coaches are only allowed to communicate with the teams outside the competition field during the break, at the end of the event or during the timeouts available throughout the competition, which must be requested and authorized each time by the competition supervisors.

Mandatory uniforms

Each team must wear a full, identical uniform during the competition and throughout the Finals. The uniform is made up of:

- black shoes
- black trousers
- jacket
- apron
- hat.

The official competition jackets (2 for each team member) will be delivered on Monday 13th 2025.

Even if only one National team member fails to respect the rules regarding the uniform, the whole team will suffer a **penalty in points that will be deducted from the Overall Total Ranking**.

The uniform rules also apply to Inspectors and Judges.

Transporting the products

Transport from Verona to Milan of the A+B+C panettonnes and of the decorated panettone (F) as well as of any other material required for the Finals will be organised and paid for by the PWC Organization that will also guarantee the availability of suitable equipment for proper Gelato preservation. Any damage to the products caused by technical errors or force majeure that cannot be attributed to the team or to the PWC Organization will in no way affect the judgement of the jury. Products and materials required to complete the choreography of the table on which the product will be presented will also be transported to Milan. Optionally, teams may choose to transport the decorated panettone and other setup materials using their own transportation.



05 PRODUCTS THAT MUST BE MADE

It is mandatory for the teams selected for the PWC 2025 to make and present all the following products, baked strictly using sourdough starter from their own country:

- (A) Classic Italian panettone
- (B) Chocolate panettone with dark dough, called "Chocolate panettone"
- (C) An innovative panettone with Gelato, called "Innovative panettone with Gelato"
- (D) A "circular" single-portion product made with traditional panettone dough. This product is made according to the principles of the "circular economy," with the goal of minimizing food waste
- (E) A "Flower-shaped Sourdough" using their own refreshed sourdough starter
- (F) A freely-decorated panettone

All the products are mandatory and must be produced in the minimal quantities requested:

- 10 identical products for panettoni A+B+C;
- 20 "circular" single-portion product weighing between 80 and 120 g each;
- 1 "Flower-shaped Sourdough" (purely demonstrative) having a total weight between 4 and 5 kg;
- 3 Freely-decorated panettoni.

Failure to respect the weight of these products will result in a penalty being applied in points, as specified in the table.

The D+E+F products will be judged in Verona by the "Italia" Jury and then awarded in Milan. Panettoni A+B+C will be judged and awarded during the Finals on 18th October by juries in Milan.

Sourdough starter specifications

The sourdough starter used in the competition **MUST only come from the nation using it. Teams cannot use any starter other than their own. Any other starter will result in disqualification from the competition.**

The purpose of the competition is to showcase skills and ability in handling and using a fresh sourdough starter, bakers are therefore expected to prepare their own fresh starter for use in the competition.

Sourdough starter refreshing techniques

Different starter feeding techniques can be used:

1. packed
2. dry
3. liquid
4. in water

The following cannot be used:

1. Chemical raising agent, for any panettone in the competition
2. Cube yeast, for any panettone in the competition.

Notes

Chemical raising agents can only be used for garnishes (such as glazes and toppings), excluding those for the Classic panettone (A).



05 PRODUCTS THAT MUST BE MADE

Compulsory technical introduction

The recipes, as well as the methods, must be prepared so that they are complete in all their parts and sent in an editable Word + PDF format via email to the Academy **no later than 01.09.2025. Modifications will be accepted until 15.09.2025 without penalty.** In the event of delayed, incomplete or incorrect recipes, **a penalty in points will be deducted from the Overall Total Ranking of the National team.**

Specifications for ingredients

For the competition, the teams will use the products made available by PWC sponsors. The full list of sponsors and of products available will be communicated no later than 31st March 2025.

All **"alternative"** ingredients imported by the National teams must be approved in advance by the Academy and must be highlighted **in a specific note in the recipes to be presented no later than 01.09.2025.** These ingredients will be used during the competition in an anonymous form and without displaying the logo of the company that produces them. Failure to comply will result in **a penalty being deducted from the Overall Total Ranking at the discretion of the Competition Supervisors.**

All the ingredients will be weighed live during the competition by the teams.

Organisational specifications

The PWC administrative office will make sure a floor plan of the spaces and a list of the equipment available for the competition are sent. The **list of additional equipment** requested by the National teams must be sent to the PWC administrative offices **no later than 01.09.2025.** Failing this, it will not be possible to guarantee availability of this equipment in addition to that made available by the PWC Organization.

Small items, containers and other small, specific equipment to be used during the competition or for the Finals must be provided by the National teams, including plates and other objects required to present the products.



05 PRODUCTS THAT MUST BE MADE

THE FOLLOWING PRODUCTS WILL BE TASTED, JUDGED AND AWARDED IN MILAN:

A) Traditional classic panettone

Produced **according to the guidelines set out by the Authentic Panettone of Milanese Handmade Tradition Regulations** approved in September 2003 by the Technical Committee of Master Bakers of Milan, annexed to these Regulations.

Number of panettones each National team must present:

10 identical panettones in tall "Milano" baking moulds supplied by the Organization

Size of baking mould: 168x110 mm

Weight of panettone: 1 Kg +/- 50 g tolerance margin (inclusive of baking mould).

Compulsory weight specifications

Each panettone, from the 10 chosen by the team, will be weighed by each team in Verona and all of them will subsequently be packed and sealed. The Supervisors will check the information declared and - if it complies with the Regulations - will validate the weight.

Permitted ingredients

National teams can only work with the ingredients listed in the production guidelines, as follows:

- Water
- Flour
- Sugar
- CLASS A fresh eggs and/or pasteurized yolks
- Pasteurized milk and/or UHT milk and/or condensed milk and/or fermented milk and/or yogurt
- Cocoa butter
- Butter and/or anhydrous butter
- Sultanas, candied orange peel, candied citron
- Fresh sourdough starter
- Salt
- Honey
- Malt and malt extract
- Vanilla
- Natural citrus flavourings.



05 PRODUCTS THAT MUST BE MADE

The following are not permitted

- Baker's yeast
- Chemical raising agent
- Starch and root starch
- Vegetable fat (excluding cocoa butter)
- Whey and whey derivatives
- Soy lecithin
- Colourings
- Preservatives
- Emulsifiers
- Any kind of additive
- Other types of candied fruit
- Natural or synthetic flavourings, with the exception of citrus flavourings
- GMO ingredients.

Permitted actions

National teams can work solely and exclusively in compliance with production guidelines. This refers specifically to:

- Making the dough
- Proving
- Dividing-forming.

Notes

Baking moulds will be provided by the organization.

Presentation

A presentation brochure which explains the entire production process of the panettone must be prepared and brought to the competition. Failing this, a penalty will be deducted from the specific ranking for that panettone. 40 brochures must be presented to the voting judges. The presentation brochure can be the same for all products A+B+C+D+F. Moreover, the Classic panettone will participate in the competition for the best display in Milan.



05 PRODUCTS THAT MUST BE MADE

B)

**Chocolate panettone with dark dough,
called "Chocolate panettone"**

Produced according to the National team's freely chosen technique **using only starter dough and the compulsory use of chocolate.**

Number of panettones each National team must present:

10 identical panettones

Weight of panettone: 1 Kg +/- 50 g tolerance margin (inclusive of baking mould).

Compulsory weight specifications

Each panettone, from the 10 chosen by the team, will be weighed by each team in Verona and all of them will subsequently be packed and sealed. The Supervisors will check the information declared and - if it complies with the Regulations – will validate the weight.

Permitted ingredients

- Water
- Flour
- Sugar
- Fresh eggs and/or pasteurized yolks
- Pasteurized milk and/or UHT milk and/or condensed milk and/or fermented milk and/or yogurt
- Cocoa butter
- Butter and/or anhydrous butter
- Cocoa (mixed into the dough)
- Fresh cream
- Chocolate (mixed into the dough or scattered in solid pieces)
- Candied fruit
- Fresh sourdough starter
- Salt
- Honey
- Malt and malt extract
- Vanilla.

The following are not permitted in the dough

- Baker's yeast
- Chemical raising agent
- Starch and root starch
- Chocolate substitute
- Vegetable fat (excluding cocoa butter)
- Whey and whey derivatives
- Soy lecithin in the dough
- Colourings
- Preservatives



05 PRODUCTS THAT MUST BE MADE

- Emulsifiers
- Any kind of additive
- Natural or synthetic flavourings, with the exception of citrus flavourings
- GMO ingredients.

Permitted actions

- Making the dough
- Proving
- Dividing-forming as decided by the National team.

Permitted moulds

- Tall: 168x110 mm
- Low: 210x70 mm

Permitted finishes

- Unscored
- Scored
- Glazed
- Unglazed.

Notes

Baking moulds will be provided by the organization.

Presentation

A presentation brochure which explains the entire production process of the panettone must be prepared and brought to the competition. Failing this, a penalty will be deducted from the specific ranking of that panettone. 40 brochures must be presented to the voting judges. The presentation brochure can be the same for all products A+B+C+D+F. Moreover, the chocolate panettone will participate in the competition for the best display in Milan.



05 PRODUCTS THAT MUST BE MADE

C)

**An innovative panettone with Gelato,
called "Innovative panettone with Gelato"**

Theme

Flavours of Home

Description

Each team must create a product incorporating 1 or more ingredients typical of their region/country.

Number of panettones each National team must present:

10 identical panettones

Panettone weight: 1 Kg +/- 50 g tolerance margin (inclusive of baking mould).

Compulsory weight specifications

Each panettone, from the 10 chosen by the team, will be weighed by each team in Verona and all of them will subsequently be packed and sealed. The Supervisors will check the information declared and - if it complies with the Regulations – will validate the weight.

List of permitted ingredients

Free. Vegetable oils (e.g. seed oil) of all types, extra virgin olive oil and all its sub-families, as well as cocoa butter are to be considered valid.

The following are not permitted in the dough

- Baker's yeast
- Chemical raising agent
- Chocolate substitute
- Ester-enriched hydrogenated vegetable fats like Margarine* (all types)
- Colourings
- Preservatives
- Emulsifiers
- Any kind of additives including enzymes
- Synthetic flavourings except aromas produced solely and exclusively from fresh fruit
- GMO ingredients.



05 PRODUCTS THAT MUST BE MADE

Permitted actions

- Making the dough
- Proving
- Dividing-forming as decided by the National team.

Permitted moulds

Free choice

Permitted finishes

Free choice

Notes

The shape of the moulds can be freely chosen by the National team which must find the desired moulds by itself. If the National team decides to use baking moulds made available by sponsors, **a request must be sent no later than 31st May 2025** so that deliveries can be organised in time for the preparatory trials for the World Championship.

Innovative panettone service

- Gelato is a compulsory product; it will be made during the days on which the competition is held in Verona.
- The innovative panettone must be presented with the gelato on the outside, either as an accompaniment or a complement to the panettone, with free interpretation (in a cup, on a plate, etc.).
- Plating is at the discretion, will be taken care of and is the responsibility of the National team. Each team is free to present to the World Gelato Champions Jury either:
 - the same plating intended for the other juries, or
 - only the gelato product in its pure form.
- National teams are free to choose accessories and serving garnishes such as sauces, ice cream, crunchy topping and others.
- All accompanying complements for Innovative panettone with Gelato must be prepared during the competition in Verona.
- Except for those made available by the sponsor, candied complements can be brought ready to use.
- National teams must bring their own presentation plates or cups.
- It is hereby specified that no gelato machines will be available in Milan.

Presentation

A presentation brochure which explains the entire production process of the panettone must be prepared and brought to the competition. Failing this, a penalty will be applied in points to the specific ranking for that panettone. 40 brochures must be presented to the voting judges. The presentation brochure can be the same for all products A+B+C+D+F.

The other compulsory products that participate for the awards and points in the Overall Total Ranking and will be prepared in Verona and judged by the "Italia" Jury but awarded in Milan, are:



05 PRODUCTS THAT MUST BE MADE

D)

"Circular" single-portion product made with traditional panettone dough

This product is made according to the principles of the "circular economy," with the goal of minimizing food waste. Each team must make 20 single-portion panettones weighing from 80 – 120 g each using traditional Italian panettone dough as their basic component. The single-portions can be **freely interpreted by the team and can be made using any cake-making technique**, i.e. with or without puff pastry, glazed, sprayed and garnished, as well as using any ingredient, provided that the focus is on traditional Italian panettone dough which can be blended, instilled, layered and used in any way deemed suitable, even mixing it with creams or mousses of any consistency. The single-portions can be made into any shape using any cake mould. The garnishes and ingredients required to make the single portions can be brought from home, except for products made available by the sponsors. None of the ingredients procured by the teams can be in contrast with the products supplied by the sponsors. **To simplify matters, the teams can bring 6 traditional panettones weighing 500 g to the laboratory so that they can start working on the single-portion products straight away.** Presentation trays shall be at the discretion of the teams. Upon specific request, the Organization may provide disposable trays. The single-portion products shall be tasted and evaluated by the Italian Jury in Verona and awarded in Milan.

The Circular Single-Portion product must be described in the presentation brochure.

First prize:

"Circular Single-Portion panettone Award"

+ points added to the Overall Total Ranking as specified in the final summary table.

E)

"Flower-shaped Sourdough" using the baker's own refreshed sourdough starter

Each team participating in the competition will be invited to produce a "Flower-shaped Sourdough" (flower) using its own refreshed sourdough starter. The general rules governing this special competition are as follows:

1. Each team must make a "Flower-shaped Sourdough" when they are refreshing their sourdough starter; each team can choose how many times they want to feed their sourdough starter to make their flower;
2. The flower must be made using only refreshed sourdough starter, without adding other ingredients;
3. The size of the flower will be decided by the competing team. There are no limits in terms of shape, as long as the end product clearly represents a flower and its weight is comprised between 4 and 5 kg.

This flower will be judged exclusively by its aesthetic beauty by the "Italia" Jury in Verona and awarded in Milan.

First prize:

Italian Panettone World Championship "Flower-shaped Sourdough Award"

+ Bonus points added to the Overall Total Ranking as specified in the final summary table.



05 PRODUCTS THAT MUST BE MADE

F) Freely-decorated panettone

In Verona, the "Italia" Jury will judge the best decorated panettone. For the Finals, each team is invited to present 3 decorated panettoni garnished using a technique of their choice, which will be used for the display, the photos and the walk-by presentation for the jury.

The panettoni must be identical and inspired by the theme of the Milan showcase ("Panettone celebrates Milan. A tribute to fashion"). The weight may be chosen by the National Team, with a weight variation of +/- 100 g from one another.

Attention: The decorated panettone will not be tasted by the juries, but it may be cut by the commissioners or the jury to verify the presence of a real panettone base.

"Decorated panettone" Award

+ Bonus points added to the Overall Total Ranking as specified in the final summary table. Moreover, the decorated panettoni will participate in the competition for the best display in Milan.

Notes

Photos of all the products will be taken in Verona and/or Milan. Each team's Team Manager will be entrusted to select and mark the products to be photographed (one for each kind) following the instructions provided by the Competition Management. The panettone with Gelato will be photographed during the tasting session or straight after it has been tasted by the jury in Milan.



06 FINALS PROGRAMME – Preparation and tastings

The teams and all the members of the Jury will be present at the final judgement and award ceremony on **Saturday 18th October 2025** in the designated area at Host Milano Fiera in Milan, according to the following programme:

- From 9 a.m. to 11 a.m. – Preparation of display tables

The teams will prepare the tables to display their panettoni according to the theme: **"The panettone celebrates Milan. A tribute to fashion"**. When the time is up, all the competitors must leave the display tables and will proceed to their designated area. If the timeline is not respected a **penalty in points will be deducted from the Overall Total Ranking**.

Specifications for presentation

The products will be presented at Host Milano by each National team on display tables provided by the Organization which will be round, 120 cm in diameter and covered with a neutral, white tablecloth.

There are no height limits for the final presentation on tables.

Electricity will not be provided for special effects: each team can use batteries or rechargeable devices as a source of electricity.

Each team will present its own products in the form of a display and will make arrangements for its own setup by bringing everything needed from its own country of origin.

It is mandatory for the following to be present on the table:

- one Classic panettone
- one Chocolate panettone
- one Decorated Panettone using the techniques chosen by the team and inspired by the theme of the table.

Artistic items made of chocolate, sugar or pastillage that represent the nation's project as inspired by the given theme will be appreciated. .

- From 11:00 AM – Tasting of products A + B + C

To ensure maximum transparency in the competition, the Classic Italian Panettone (A) and the Chocolate Panettone (B) will be presented to the juries anonymously, in a sequence determined by random draw. Cutting and service of both the Traditional Panettone and the Chocolate Panettone will be carried out by the students of the designated hospitality school. Both must be served in purity, that is, without any external additions such as sauces, garnishes, or beverages that could influence the sensory evaluation. All phases will be supervised by a notary and the appointed commissioners, and will be video recorded. The competing teams will instead be directly responsible for cutting and serving the Innovative Panettone with Gelato.

Service procedure common to all panettoni:

Whole presentation: passage in front of each juror with the entire product in its baking mold (approx. 10 seconds).

Halved presentation: passage in front of each juror with the product cut in half, still in its baking mold (approx. 10 seconds).

Tasting: service of a slice of approx. 100 g for each juror.



06 FINALS PROGRAMME – Preparation and tastings

Service order:

Classic Italian Panettone (A), anonymous, served by the students of the hospitality school;
Chocolate Panettone (B), anonymous, served by the students of the hospitality school;
Innovative Panettone with Gelato (C), served by the competing teams, always following the same service sequence.

A short break for reflection and palate rest will take place between each service.

Notes

For the Innovative Panettone with Gelato, the members of the national teams are solely responsible for cutting, correct serving temperature, presentation, and tasting as presented to the juries.

The tasting service will be conducted with the assistance of catering school students.

Two Presidents of the Jury will take part in the tasting session for judgement. **If the same score is assigned to more than one team for any podium the Presidents of the Jury will be responsible to decide the final ranking of each team.**

At the end of the tasting session points will be calculated automatically by a dedicated program before a notary and two Presidents of the Jury. The award ceremony will follow, starting at 5 p.m.



07 PRIZES, JURIES AND COMPETITION CATEGORIES

FINALS PRIZES AWARDED BY THE TECHNICAL JURY

The "technical" jury is composed of:

12 voting judges who are also National Team Managers

2 voting Presidents of the Jury

20 non-voting competition supervisors.

Ranking and Prizes assigned by the Finals Technical Jury:

- Ranking for individual products:

- 1st Place National Team "Classic Italian Panettone World Champion" (A)
- 2nd Place
- 3rd Place

The ranking continues to include all national teams.

- 1st Place National Team "Chocolate Panettone World Champion" (B)
- 2nd Place
- 3rd Place

The ranking continues to include all national teams.

- 1st Place National Team "Innovative Panettone with Gelato World Champion" (C)
- 2nd Place
- 3rd Place

The ranking continues to include all national teams.

- Total Ranking = Sum of 3 panettoni + other points assigned as specified in the table

- 1st Place National Team "PWC 2025 Gold and Overall World Champion"
- 2nd Place National Team PWC 2025 Silver
- 3rd Place National Team PWC 2025 Bronze

The ranking continues to include all national teams.



07 PRIZES, JURIES AND COMPETITION CATEGORIES

OTHER PRIZES AND SPECIAL JURIES (from 1 to 10)

SPECIAL PRIZES PRESENTED AND JUDGED IN MILAN

by the Celebrity Jury and the Jury of Journalists:

- 1) Best Table Presentation-Display
- 2) Best presentation brochure (for products A+B+C+D+F).

The winner of each Special Prize will receive a bonus in points that will be added to the Overall Total Ranking.

PRIZES AND JURY OF COMPETITION SUPERVISORS

The Competition Supervisors assign the following **Special Prizes**:

- 3) Best Laboratory Organization
- 4) Best Housekeeping during preparation
- 5) Best Team Effort in Team Games
- 6) Sustainability Prize based on the team that produces the least waste.

The winner of each Special Prize will receive a bonus in points that will be added to the Overall Total Ranking.

"ITALIA" PRIZES AND JURY

7) Three Special Prizes will be assigned by the "Italia" Jury composed of members of the PWC Organization selected by the Academy and by the Supervisors present in Verona:

- Best Circular single-portion panettone (D)
- Best Flower-shaped Sourdough (E)
- Best decorated panettone (F).

The winner of each Special Prize will receive a bonus in points that will be added to the Overall Total Ranking.

CELEBRITY JURY PRIZE

8) Celebrity Jury Prize

A jury made up of 10 celebrity chefs and international pastry chefs will assign the "Celebrity Jury Prize" in Milan (a single prize for panettoni A+B+C). The Celebrity Jury will assign these Prizes independently from the other juries present. **The winner of the Celebrity Jury Prize will receive a bonus in points that will be added to the Overall Total Ranking.**

JURY OF JOURNALISTS PRIZE

9) Jury of Journalists Prize

A jury composed of 10 renowned international journalists will assign the Jury of Journalists Prize in Milan (a single prize for panettoni A+B+C). The Jury of Journalists will assign these Prizes independently from the other juries present. **The winner of the Jury of Journalists Prize will receive a bonus in points that will be added to the Overall Total Ranking.**

WORLD GELATO CHAMPIONS JURY AWARD

10) A special jury composed of the World Gelato Champions will award a special prize to the best gelato produced by the teams for the Innovative panettone with Gelato. **The willner will receive a bonus in points that will be added to the Overall Total Ranking.**



08 GENERAL RULES

The country that wins the Overall Title cannot participate in the next edition of the PWC.

National Team Managers cannot vote for their own national team: their score is required and compulsory for all national teams other than their own, following the rules laid down by these regulations and in compliance with the code of ethics.

Discouraging scores aimed at favouring one's own team are not permitted. In the event of clearly unfair behaviour the Organization will apply penalties at its own unquestionable judgement to the extent of completely banning the Team Manager from voting.

National Team Managers are prohibited from communicating with each other during tasting sessions to prevent them from influencing the judgement of others.

Scores in Milan will be expressed by means of a telematic system using a tablet. Correct panettone judging procedures, counting of points and respect of the rules will be guaranteed by the presence of a notary and of 2 Presidents of the Jury nominated by the Academy.

In case of a draw between two or more teams, for any podium or place, the Presidents of the Jury will be asked to declare the winner by evaluating the highest points achieved, calculated by considering the intermediate parameters obtained for: 3) Best Laboratory Organization 4) Best Housekeeping during preparation 5) Best Team Effort in Team Games 6) Waste Production.



09 POINTS FOR CATEGORIES, JURIES AND BONUSES FOR THE OVERALL TOTAL RANKING

1 = lowest score / 20 = highest score

All contestant categories compete for the Overall Total Ranking with Bonuses in points indicated in the table.

Each judge will individually award points in judging the Classic Italian panettone (A), structured as follows:

- From 1 to 20 points for appearance, form and colour;
- From 1 to 20 points for organoleptic qualities such as texture (softness and sponginess), chewability and meltability;
- From 1 to 20 points for organoleptic qualities such as flavour, fragrance and aromas, with particular regard to naturalness and persistence.

Each judge will individually award points in judging the Chocolate panettone (B), structured as follows:

- From 1 to 20 points for appearance, form and colour;
- From 1 to 20 points for organoleptic qualities such as texture (softness and sponginess), chewability and meltability;
- From 1 to 20 points for organoleptic qualities such as flavour, fragrance and aromas, with particular regard to naturalness and persistence.

Each judge will individually award points in judging the Innovative panettone with Gelato (C), structured as follows:

- From 1 to 20 points for organoleptic qualities such as texture (softness and sponginess), chewability and meltability;
- From 1 to 20 points for organoleptic qualities such as flavour, fragrance and aromas, with particular regard to naturalness and persistence;
- From 1 to 20 points for the product's overall characteristics defining its harmony and overall quality, including the achievement of objectives set out in the product description sheet.

To assess all the other Special Prizes, the juries and/or Supervisors will assign points in the following way:

1)
Best table Presentation-Display / Points assigned by the CELEBRITY JURY
Display presentation of the three panettones (Classic, Chocolate and decorated panettone) respecting the theme: **"The panettone celebrates Milan. A tribute to fashion"**. The table can also include a themed backdrop above it and full or partial covering of the legs or an empty space below it. Respect of the theme, original table design and overall look will all be judged.

Scorecard: from 1 to 20 points.

The winner of the prize will receive a bonus of +30 points that will be added to the Overall Total Ranking.



09 POINTS FOR CATEGORIES, JURIES AND BONUSES FOR THE OVERALL TOTAL RANKING

- 2)
Best Presentation Brochure / Score assigned by the JURY OF JOURNALISTS
Completeness, consistency in the presentation, general aesthetics, graphic design, creativity.
Scorecard: from 1 to 20 points.
The winner of the prize will receive a bonus of +30 points that will be added to the Overall Total Ranking.
- 3)
Best Laboratory Organization / Score assigned by the JURY OF SUPERVISORS
For optimal logistics, rational organisation and work ethics, good coherence in the performance of activities, respect of timing, achievement of optimal synergy between the various recipes. Scorecard: from 1 to 20 points.
The winner of the prize will receive a bonus of +30 points that will be added to the Overall Total Ranking.
- 4)
Best Housekeeping during preparation / Score assigned by the JURY OF SUPERVISORS
Cleanliness in work method, cleanliness of tables and equipment, cleanliness of floor, personal hygiene.
Scorecard: from 1 to 20 points.
The winner of the prize will receive a bonus of +30 points that will be added to the Overall Total Ranking.
- 5)
Best team effort / Score assigned by the JURY OF SUPERVISORS
For harmony, comradeship, respectful behaviour, optimal communication between team members.
Scorecard: from 1 to 20 points.
The winner of the prize will receive a bonus of +30 points that will be added to the Overall Total Ranking.
- 6)
Sustainability prize / Score assigned by the JURY OF SUPERVISORS
Waste production must be reduced to a minimum.
Scorecard: from 1 to 20 points.
The winner of the prize will receive a bonus of +30 points that will be added to the Overall Total Ranking.
- 7) Special Prizes D+E+F / Score assigned by the "Italia" Jury in Verona:

For judgement of the "Circular" single-portion product (D)
Scorecard: from 1 to 20 points for aesthetics, preparation and technique, creativity
The winner of the prize will receive a bonus of +60 points that will be added to the Overall Total Ranking.



09 POINTS FOR CATEGORIES, JURIES AND BONUSES FOR THE OVERALL TOTAL RANKING

Judging of the "Flower-shaped Sourdough" (E)

Scorecard: from 1 to 20 points for aesthetics, preparation and technique, creativity

The winner of the prize will receive a bonus of +30 points that will be added to the Overall Total Ranking.

For the judgement of the freely-decorated panettone (F)

Scorecard: from 1 to 20 points for aesthetics, preparation and technique, creativity

The winner of the prize will receive a bonus of +60 points that will be added to the Overall Total Ranking.

8) Celebrity Jury Prize.

The scorecards given to the Celebrity Jury will contain the same parameters of judgement employed for panettoni, with scores from 1 to 20 points.

The winner will receive the Celebrity Jury Prize +60 points added to the team's Overall Total Ranking.

9) Jury of journalists prize

The scorecards given to the Jury of Journalists will contain the same parameters of judgement employed for panettoni, with scores from 1 to 20 points.

The winner will receive the Jury of Journalists Prize +60 points added to the team's Overall Total Ranking.

10) World Gelato Champions Jury Award

The jury will have specific scorecards to evaluate the Gelato product, with a rating scale from 1 to 20 points. The winner will receive the Special Award from the World Gelato Champions Jury. + 60 points added to the team's Overall Total Ranking.



10 PRIZES AND FINAL RANKING

The prizes will be awarded as a result of the Overall Total Ranking, calculated by summing together the scores of 3 panettoni:

1st Place € 8000 + World cup + gold medal + a supply of PWC sponsor products

2nd Place € 4000 + silver medal

3rd Place € 2000 + bronze medal.

"Italia" prizes

1st Place "Italia" Prize for Circular Single-portion panettone € 1000

1st Place "Italia" Prize for Flower-shaped Sourdough € 1000



11 FINAL NOTES

This Regulation cancels and replaces all previous versions.

The Academy reserves the right to change the Regulations and organizational details out of necessity or due to unforeseen circumstances. It also reserves the right to change the conditions or cancel the competition. The tasting scorecard with full numerical evaluations will be definitively presented **no later than 30th September 2025** by the PWC organization team.

Complaints

Any complaint about the Regulations or the Q&A circulars, containing clarifications and sent by the Secretariat and their interpretation, assessments, judgements and their applications, will be discussed by the Presidents of the jury with the Competition Management, the Supervisors, the Jury and the Notary. Any anomalies or technical problems of any type that may occur throughout the event will be dealt with by the unquestionable judgement and decision of the Competition Management.

Language, governing law and jurisdiction

The official language of these Regulations is Italian. Translations into other language are merely an act of courtesy. Any dispute arising as a result of this World Championship or concerning these Regulations – including their interpretation and compliance to them – shall be settled according to the Italian law under the exclusive jurisdiction of the court of Parma.



12 TABLES

Timing / Recap	
31.12.2024	Deadline for sending entry forms, completed by documents and privacy form
31.01.2025	Deadline for paying the entry fee
31.05.2025	Deadline for moulds request
01.09.2025	Deadline for sending the Programme, the recipes, the list of any "alternative" ingredients and the list of required equipment
15.09.2025	deadline for submitting recipe modifications without penalty
30.09.2025	Presenting of tasting scorecards and final judgement by the PWC 2025 Organization
13.10.2025	Opening of the PWC 2025 event: Presentation of teams and handing over of jackets (Verona)
14-15-16-17.10.2025	Competition (Verona)
15.10.2025 h 18:00	Presentation and evaluation of the Single-Portion "Circular", "Mother Yeast Flower" and decorated Panettone – Group 1
17.10.2025 h 18:00	Presentation and evaluation of the Single-Portion "Circular", "Mother Yeast Flower" and decorated Panettone– Group 2
18.10.2025 h 05:00 a.m.	Transfer to Milan
18.10.2025	Finals at Host Fiera Milano (Milan). Overall Total Ranking Prizes, Prizes for single categories of panettoni A+B+C and Products D+E+F, Special Prizes, Celebrity Jury Prize, Jury of Journalists Prize, Jury of Gelato Champions Prize.



12 TABLES

Point summary table	
Classic panettone (A)	single scorecard max 60 points
Chocolate panettone (B)	single scorecard max 60 points
Innovative panettone with Gelato (C)	single scorecard max 60 points

Other Prizes that contribute to the Overall Total Ranking:

Bonus in points awarded to the winner, to be applied to the Overall Total Ranking:	
Circular single-portion panettone (D)	+60
Flower-shaped Sourdough (E)	+30
Freely-decorated panettone (F)	+60
Best Table Presentation-Display	+30
Best Presentation Brochure (for products A+B+C+D+F)	+30
Best Laboratory Organization and optimal waste management	+30
Best Housekeeping during preparation	+30
Best team effort	+30
Sustainability prize	+30
Celebrity Jury Prize	+60
Jury of Journalists Prize	+60
Jury of Gelato Champions Prize	+ 60



Penalty summary table

Behaviour that does not comply with the Regulations	penalties or exclusion from the competition at the unquestionable judgement of the Supervisors or the Academy
Failure to present the complete programme of recipes or its presentation after the deadline, incomplete or incorrect recipes. Failure to use the recipe template.	- 10 points deducted from the Overall Total Ranking
Divulgence of contents without the express consent of the Organization, including videos and images made during the competition	the team will be disqualified from the competition
Failure to present the brochure A+B+C+D+F	-10 points from the ranking of that specific of the product.
Unauthorised entry to the laboratories or location where the competition is held	-400 points deducted from the Overall Total Ranking
Unauthorised ingredients	-25 points deducted from the Overall Total Ranking for each ingredient
Ingredients - different from those supplied by the sponsors - used non-anonymously during the competition or showing the logo of the producer	penalty decided by the competition Supervisors deducted from the Overall Total Ranking
Failure to respect the uniform rules	-5 points deducted from the Overall Total Ranking for each team member
Failure to comply with the weight of each product A—B – C (panettonnes)	for each 50 g beyond the tolerance margin, 5 points will be deducted from the ranking of the product concerned. For instance: surplus weight (minus the 50 g tolerance margin) = 100 g, a penalty of -10 points will be deducted from the ranking of that specific panettone.
Failure to comply with the weight of the Single-portion panettone	-10 points will be deducted from the ranking of this product
Unauthorised raising agents and/or non self-made starters	the team will be disqualified from the competition
Failure to respect the table preparation timeline for the Finals	-50 points from the Overall Total Ranking
Improper or incorrect use of phones or other unauthorised communication devices throughout the competition and the tasting sessions by members of the teams or of the jury	-50 points from the Overall Total Ranking
Decorated panettone made without an internal panettone base	Invalid test, product excluded from the jury's evaluation

