



THE ACADEMY OF MASTERS OF SOURDOUGH AND ITALIAN PANETTONE presents  
THE FIRST EDITION OF THE WORLD TEAM PANETTONE CHAMPIONSHIP

8 national teams will contest the PWC title in Verona from 9<sup>th</sup> to 13<sup>th</sup> October, and on 14<sup>th</sup> October the winners will be announced at HostMilano in Fiero Milano.

The first edition of the Panettone World Team Championship officially starts on 9<sup>th</sup> October. It is an international event, organized and promoted by the Academy of Masters of Sourdough and Italian Panettone in collaboration with HostMilano and with Italian Gourmet as the Official Media Partner: it is a challenge involving eight teams made up of Masters coming from every Country who will compete in the preparation of the "greatest Christmas leavened product in the world" to win the first PWC title.

On 10<sup>th</sup> and 11<sup>th</sup> October, at the Polin Group laboratories in Verona, after the first day dedicated to the refreshing and the adaptation of the fresh sourdough for the competition, the first round of the championship will be held, which will include 4 European teams competing against one another, while on 12<sup>th</sup> and 13<sup>th</sup> October, it will be the turn of the 4 non-European national teams. Each team will be composed of three members, plus a coach, necessarily belonging to the nation represented, selected and nominated by the professional schools indicated by the Consulates to the MLM Academy.

Supervised by an exceptional jury, who will carry out a pre-competition inspection of the laboratory, of the equipment and the ingredients, which will have to comply with inflexible standards, and exclusively fresh mother yeast from the Country represented, the competitors will have to demonstrate their skills in preparing 10 identical panettoni, produced in three versions: classic Italian panettone, chocolate panettone (with chocolate dough) and innovative leavened "savory panettone".

The jury, composed of the national team managers and external judges, will be asked to express their preference through strict evaluation criteria that will concern the leavened products, waste reduction, teamwork, cleaning and final presentation. The classification will be established by the sum of the scores obtained by the teams in the different categories.

On 14<sup>th</sup> October at HostMilano in Fiera Milano, starting at 5 pm, the winner of the first PWC trophy will be announced, together with the presentation of the special prizes assigned by the Presidents of the Jury.

The prizes are as follows: the 1st classified team will receive the world cup and the gold medal, plus € 5.000 and a supply of championship sponsor products; the team in second place will be awarded the silver medal and € 3.000, and the third the bronze medal and € 2000. The Special Awards will be for: best laboratory organization; best housekeeping during preparation; best team effort in team games; best table presentation display; best presentation packaging, and available for Innovative-Savory Panettone only, best presentation brochure.

All information on: [www.panettoneworldchampionship.com](http://www.panettoneworldchampionship.com)

[www.accademiamastrilievitomadrepanttoneitaliano.it](http://www.accademiamastrilievitomadrepanttoneitaliano.it)

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