



Media Contacts:

Jillian Lewis
704 707-0300 ext. 364
j.lewis@pregelamerica.com

Lisa Weyhrich
704 707-0300 ext. 367
l.veyhrich@pregelamerica.com

FOR IMMEDIATE RELEASE

WORLD-CLASS PASTRY CHEFS TEAM WITH PREGEL AMERICA FOR 5-STAR CHEF SERIES

Champion Instructors Share Insights into Evolving Industry and Cutting-Edge Techniques

CONCORD, N.C. (July 21, 2009) – PreGel AMERICA, the U.S. subsidiary of the largest specialty dessert ingredient manufacturer in the world, today announced the launch of its 5-Star Chef Series, a series of exclusive three-day educational seminars.

The program, which begins in September, will feature internationally acclaimed, champion pastry chefs dedicated to providing a superior level of instruction on pastry and dessert applications.

“These seminars promise to set new standards for the pastry industry,” said Frederic Monti, 2007 National Champion and a series instructor. “The group’s instructors include three chefs who’ve achieved the Meilleur Ouvrier de France (MOF), which is the country’s highest honor for an artisan. In addition, we have the reigning World Pastry Championship Team and two of the top Chocolatiers in the world. Never before has such a prestigious group of pastry chefs joined forces under one roof to bring the industry to the next level.”

These instructors include:

- Laurent Branlard, 2008 World Pastry Champion
- Dimitri Fayard, 2008 World Pastry Champion
- Stephane Treand, MOF, 2008 World Pastry Champion
- Jean-Pierre Wybauw, Master Chocolatier
- Olivier Bajard, MOF, World Champion in Dessert Making
- Frederic Monti, 2007 National Champion
- Stéphane Glacier, MOF, Consultant for Pastry, Chocolate and Confections
- Norman Love, Norman Love Confections

“The field of specialty desserts, particularly pastries, is an evolving industry that is led by experience and innovation,” said Marco Casol, CEO and president of PreGel AMERICA. “We believe ongoing education is a crucial part of the success of this industry and have developed a number of training programs specifically designed to provide professionals with the tools necessary to be successful in the specialty dessert business. The curriculum will challenge industry professionals at all levels, which is why we believe the 5-Star Chef Series will further elevate the industry and profession.”

(more)

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Seminars will provide attendees with three days of lecture and hands-on, personalized instruction at the PreGel Professional Training Center in Concord, N.C. Curriculums will be geared toward established chefs seeking to hone their skills in:

- Chocolate
- Pastries & Desserts
- Frozen Desserts
- Pastry Decoration
- Dessert Showpieces (Sugar & Chocolate)

Topics will range within these focus areas from themes including the contemporary chocolate buffet to the art of sugar showpieces to fundamentals of competition and more.

“This is what this industry needs right now,” said Monti. “The 5-Star Chef Series is relevant. Not only will you see mold breaking sugar and chocolate centerpieces, but you will also see the latest trends in petit gateaux and entremets. You will learn ground breaking techniques in bonbon production, world-class chocolate buffets and much more.”

Each series is open to an exclusive class of 16. To register, go to www.5-StarChefSeries.com or call (866) 977-3435. The fee for a single series is \$695.

“We’re confident the culinary genius of our 5-Star Chefs, combined with PreGel’s cutting-edge facility and unparalleled ingredients, will set the stage for a dynamic learning experience that will translate to a competitive advantage for all who attend,” said Casol.

To view a complete seminar listing and learn more about PreGel’s 5-Star Chef Series, go to www.5-StarChefSeries.com. The site also features the sponsors and partners of the series, including industry names such as Chef Rubber, Mol d’art and Barry Callebaut, and will feature select recipes from each 5-Star Chef’s seminar.

About PreGel AMERICA

PreGel AMERICA is the U.S. subsidiary of PreGel, a global ingredient company headquartered in Reggio Emilia, Italy. PreGel develops, manufactures and distributes natural ingredients, toppings and fillings of the highest quality from Italy, including flavors, powders and pastes used in gelato, frozen yogurt, pastry and other specialty desserts. Based in North Carolina since 2002, PreGel directly sells to restaurants, gelato cafes, coffee shops, frozen yogurt shops, bakeries, pizzerias, hotels, resorts, grocery stores and universities, as well as a few distributors in the United States. The company headquarters is in Concord, N.C., just northeast of Charlotte. For more information, visit www.pregelamerica.com.

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