

SIRH/+
COUPE DU MONDE
DE LA PÂTISSERIE
TEAM USA

FOR IMMEDIATE RELEASE

**Erika Baking Equipment Named Allied Partner of Club Coupe
du Monde de la Pâtisserie Team USA**

***Longtime baking equipment specialist joins the team's growing network of team partners
in support of American pastry excellence***

NEW YORK, NY — 25 September 2026 — Club Coupe du Monde de la Pâtisserie Team USA is pleased to announce that Erika Baking Equipment has become an Allied Partner, bringing together two organizations with a shared commitment to supporting pastry professionals, advancing the baking craft and helping talented professionals reach their highest potential.

Erika Baking Equipment is proud to support Club Coupe du Monde de la Pâtisserie Team USA, bringing more than three decades of equipment expertise, technical knowledge and hands-on support to the team.

Founded in 1991 as Erika Record Baking Equipment, the company grew from its roots in divider rounders to providing a full assortment of bakery equipment solutions. Erika supports retail, wholesale, industrial and commissary bakeries across North America through equipment selection, parts, service and ongoing technical expertise. That practical, customer-focused approach is exemplified by Erika's Baker's Lab in West Caldwell, New Jersey, a working showroom and test bakery where bakers can explore equipment, test recipes and evaluate solutions with guidance from Erika's technical bakers. Erika's commitment to advancing the craft through knowledge, innovation and practical solutions makes its partnership with Pastry Team USA a natural fit.

"Having partners who understand what it takes to work at the highest levels of our profession is incredibly important to our team," said Chef Stéphane Chéramy, President and Jury Member of Club Coupe du Monde de la Pâtisserie Team USA. "Erika's support is an investment in our team, but it is also an investment in the pastry profession. We sincerely appreciate their partnership and look forward to having them with us throughout this journey."

The partnership comes at an important time for Pastry Team USA as they continue their preparation for international competition next January in Lyon, France. Competing at the highest level of pastry requires not only exceptional talent and creativity, but also the support of an entire professional community — including equipment manufacturers, suppliers, mentors and other industry leaders who understand the demands of the craft.

"Supporting the pastry profession means supporting the people who dedicate their lives to mastering it," said Daniel DaRocha, President of Erika Baking Equipment. "We are proud to become an Allied Partner of Club Coupe du Monde de la Pâtisserie Team USA and to support these exceptional chefs as they prepare to represent the United States on the international stage. At Erika, we believe in being more than an equipment provider; we believe in being a partner to the baking and pastry community. We are honored to stand behind this team and contribute in a meaningful way to their journey, their craft and the continued growth of the pastry profession."

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The organization's partner family is led by **Platinum and Founding Partner** Valrhona, alongside **Platinum Partners** Truffly Made and Gourmet Foods International. Additional support is provided by **Gold Partners** AUI, Paul Strabbing Photography and Midwest Global Imports; **Silver Partners** Dobra, Chef Rubber, Nielsen-Massey Fine Vanillas & Flavors, Les vergers Boiron, Pastry Star and Food Fleet; **Bronze Partners** The Pastry Depot, Paris Gourmet, King Arthur Baking Company, Cocoa Outlet, Savory Gourmet and Porto's Bakery & Cafe; and **Allied Partners** Koerner Company, St. Michel, Erika Baking Equipment and Cargill® Gourmet.

Rounding out this exceptional network are Bragard, the team's Official Kit Supplier; Irinox, BRAVO and Ever-Ocean, the Official Equipment Partners; Ryder, its Official Trucking Partner; Fat Ice, the team's Official Ice Partner, Cuisine Solutions and the Official Culinary Partner. Together, these valued partners provide the products, services, expertise and resources that help Pastry Team USA train, innovate and represent the United States at the highest levels of international pastry competition on the Road to Lyon.

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About Club Coupe du Monde de la Pâtisserie Team USA

Club Coupe du Monde de la Pâtisserie Team USA is committed to inspiring excellence, creativity and innovation in the pastry arts. The organization selects and supports the best American pastry chefs to represent the U.S. at the Coupe du Monde de la Pâtisserie in Lyon, France. This prestigious biennial competition features 50 countries and is recognized as the premier global pastry competition. For more information, visit www.pastryteamusa.com and follow on social media @pastryteamusa.

About Erika Baking Equipment

Erika Baking Equipment is where the art of baking and business intersect. Their experienced team puts bakers at the center of everything they do. Their mission is to empower every baker, chocolatier, and pâtissier they encounter with results-driven equipment solutions.

This includes hands-on and virtual demonstrations, bakers on-staff, industry-leading technical support and a comprehensive spare parts inventory. They are a seasoned team of expert guides. They are a company of helping hands and focused minds. They have dozens of shoulders to lean on for baking solutions and a trusted partner. For more information, visit www.erikarecord.com.

(Sirha) Pastry World Cup (Coupe du Monde de la Pâtisserie): Pastry Revolution

Pastry is emerging in the contemporary world. The desserts are now combining their sensitivity to technicality, to the new architectural and sensory expressions. Nothing stops the sweet creators of the 21st century. And since the world is moving on, the Pastry World Cup is changing dimension, with a completely rethought universal identity. Product sourcing, natural tastes, precise gestures and team spirit are combined for an intense and visionary baking experience. The Pastry World Cup is organized by the global brand Sirha Food

For Sponsorship Opportunities

To learn more about supporting Pastry Team USA and becoming a partner, contact Chef Joseph DiPaolo at globalbakingsolutions@gmail.com.

Media contact:

Charles P. Mirarchi
Club Coupe du Monde de la Pâtisserie Team USA
Email: cpm2comm@gmail.com
Phone: +1 917-749-4096

Jon Cabral
Marketing Director, Erika Baking Equipment
Email: jon@erikarecord.com
Phone: +1 (973) 614-8500 x-57