



~ 2011 World Pastry Cup & Bocuse d'Or World Cuisine Contest ~

Dear Gourmets & Friends!

The culinary world will rendez-vous in Lyon a gastronomic mecca January 21-27, 2011 for the World Pastry Cup & the Bocuse d'Or World Cuisine Contest in conjunction with Sirha, the International Hotel Catering and Food Trade Exposition.

As we have done every 2 years since 1991, The World of MBI will once again offer a special travel package for you to attend and witness the excitement of competitions in the beautiful city of Lyon! Every MBI culinary travel adventure is meticulously crafted from our many years of travel and personal research, resulting in a high quality trip from beginning to end. Whether this is your first World Pastry Cup or Bocuse d'Or experience, you will learn that with MBI, you have the freedom to relax and enjoy every minute of your experience because we take care of all the details, and all of the work. You won't have to worry about maps or directions.

Our travel package to Lyon will include:

- Round-trip airfare
- Airport round-trip ground transportation by fully appointed deluxe motor coach
- 5 nights hotel accommodations, double or single occupancy at the Art Deco Lyon Beaux Arts in the heart of Lyon
- Daily breakfast
- Daily pass to attend the competitions and SIHRA

If you are planning to attend, don't be left out, reserve your spot(s) today by submitting your reservation and a \$500.00 deposit per person. You will enjoy your time in Lyon as all is taken care of for you and be assured that the World of MBI - Michel and Liz - will be there to assure you an effortless and seamless experience. We look forward to traveling with you again. Please feel free to contact us with any questions.

Culinarily yours,

Chef Michel Bouit, President
The World of MBI
773-769-1790
mbi@worldofmbi.com

2011 World Pastry Cup & Bocuse d'or World Cuisine Contest

Friday, January 21 - Departure for France.

Saturday, January 22 - Upon arrival in Lyon, you will be transferred by fully appointed deluxe motor coach into the heart of this beautiful city to the Art Deco Hotel Lyon Beaux Arts - your hotel for 5 nights. A traditional Lyonnaise-style *Welcome Dinner* will be enjoyed by our group at l'Atelier d'Yvonne, rue des Marronniers.

Sunday, January 23 - After breakfast you learn about the city on a guided visit of the Vieux Lyon to include the Traboules - ANCIENT PASSAGES, the Painted Walls - KINGDOM OF TROMPE L'OEIL and the 17th century Basilica of Fourviere situated on a hill overlooking the city. You will also visit La Maison des Canuts - Silk Workers' Home & Museum. Then, we will depart by deluxe motor coach to EurExpo to stroll Sirha, the International Hotel Catering & Food Trade Exposition and the 1st day of the World Pastry Cup. Your evening is free to discover Lyon's gastronomic offerings.

Monday, January 24 - Following breakfast, we will depart by deluxe motor coach to EurExpo to stroll Sirha, the International Hotel Catering & Food Trade Exposition and the 2nd day of the World Pastry Cup with announcement of the winners. Our dinner will be enjoyed at Saisons, the elegant dining room of l'Institut Paul Bocuse in Ecully, the world famous school of Paul Bocuse housed in the former Chateau du Vivier.

Tuesday, January 25 - This morning, we will visit La Halle de Lyon - the covered market, to see an incredible array of meat, poultry, fish, cheese, fruits and vegetables and so much more with breakfast with our friend Yannis. Next stop is the world famous, family-owned Chocolatier Bernachon. They roast their own cocoa beans and use only the very finest ingredients to create their exquisite array of chocolates, confections and pastries. Then on to EurExpo to witness the exciting 1st day of the Bocuse d'Or World Cuisine Contest or remainder of day at leisure for sightseeing, shopping and to discover Lyon's gastronomic offerings. Your evening is free to discover more of Lyon.

Wednesday, January 26 - Following breakfast, we will leave for EurExpo for the 2nd and final day of the Bocuse d'Or. At the conclusion of the competition and the announcement of the winners, we will return to the hotel. Your evening is free to discover more of Lyon's gastronomic offerings or your optional attendance at Bocuse d'Or Gala -advance registration is required. Reservations and tickets are secured by The World of MBI.

Thursday, January 27 - Return to U.S.

REGISTRATION FORM

Name (1): _____ # of Travelers: _____
(as listed on passport)

Name (2): _____
(as listed on passport)

Address: _____

City/State/Zip: _____

Telephone #: _____ Fax #: _____

Email: _____

___ Check Payable to MBI, *Preferred*

___ Visa ___ MC ___ AE

Credit Card Number: _____ Exp. Date: _____

Cardholder Signature: _____

Mail to:

Michel Bouit
The World of MBI
P.O. Box 6468
Chicago, IL 60680-6468

World Pastry Cup & Bocuse d'Or 2011

January 21-27

___ \$2,995.00 per person, double occupancy, standard room

___ \$625.00, single supplement, standard room

___ \$3,070 per person, double occupancy, superior room

___ \$3,695.00, single supplement, superior room

This culinary travel package includes: round-trip airfare New York/Lyon, 5 nights hotel accommodations at the Hotel Mercure Lyon Beaux Arts with daily breakfast, airport transfers, ground transportation to EurExpo & V.I.P. Pass for the competition & SIRHA International Trade Show, meals & visits as per the itinerary, all taxes and tips.

A deposit of \$500.00 per person is due with your reservation. Final trip balance is due November 19, 2010. A confirmation will be mailed upon receipt of your reservation. Itinerary may be subject to change. Adventure package cost is subject to change due to the fluctuation in the exchange rate for the Euro. Airfare is also available from other U.S. gateways upon request. Extended stays in Lyon, Paris or other cities in France or Europe are also available upon request.

* Airfare also available from other U.S. cities

* A Passenger Travel Protection Plan is available upon request from MBI and is recommended

* All MBI Food & Wine Tours & Culinary Programs
are approved by the American Culinary Federation for Continuing Education Hours

