



INTERVIEW WITH CAIO CORRÊA
HEAD PASTRY CHEF @ LE CORDON BLEU BRAZIL

TIME TO LEARN DIGITALLY!

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Caio Corrêa is a Brazilian pastry chef, based in São Paulo. He used to have his pastry and chocolate shop, and now he is the Head Pastry Chef at the Brazilian branch of Le Cordon Bleu. The pastry school is offering a complete education for the chefs of tomorrow, based on both theoretical and hands-on learning.

After the outbreak of the pandemic, Le Cordon Bleu São Paulo redesigned classes to digital ones, focusing more on the theoretical part. Nevertheless, students still need to put their hands in the dough, making the preparation at home and discussing the results online with Caio.

**STUDENTS STILL NEED TO PUT
THEIR HANDS IN THE DOUGH!**

PEOPLE EXPERIENCED HOW MUCH THEY LIKE COOKING AT HOME; THEY WILL STICK TO IT!

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Caio is teaching the theoretical classes digitally from home. And the students experience something positive about this new way of teaching as it gives them the opportunity to explain in-depth knowledge on what is the science in creating a great dessert. It's a great opportunity to develop theoretical skills, and it is now very well perceived, hence Caio thinks that he is going to stick to it also after the pandemic is over.

Caio has now more time to develop himself, to increase his skills. But for him, this is also a moment to spend more time with his family, to have a more balanced work-life.

Caio thinks that many consumers will be changed through the pandemic. They have, for example, started baking at home and are genuinely enjoying it. He guesses that people will be doing it also when the crisis is over!



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ONLINE SALES ARE BIGGER THAN EVER, FOR PASTRY SHOPS AS WELL!

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Caio is stunned about his fellow Brazilian chefs, who have started selling online or from the window to take away. He believes that also in the future they will keep doing it. Nevertheless, he sees the need for more education on how to sell online, on how to be best exposed on social media.

Caio recommends all his fellow chefs to get more creative than ever and to spend some time studying and connecting both with professional but also with their family.

"WE NOW HAVE SPARE TIME, LET'S DO GOOD THINGS WITH IT"



CAIO CORRÊA
LE CORDON BLEU
SÃO PAULO, BRAZIL

WEBSITE:

PP.LECORDONBLEUSAOPAULO.COM.BR

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