



## THE 2012 EDITION OF THE COUPE DU MONDE DE LA BOULANGERIE (BAKERY WORLD CUP): WHO WILL SUCCEED FRANCE, THE TITLE HOLDER?

### For its eighth edition, the Coupe du Monde de la Boulangerie promises to be outstanding in more ways than one ...

... The excellent standard of the teams, first of all, due to the increasingly rigorous Louis Lesaffre Cup preselection rounds, with highly motivated and ingenious candidates in the running, vying with each other to win the coveted title.

... Secondly, real innovations in the regulations. Some specialities will involve jury members judging the teams on very contemporary products, which will set the trends for the future: the «savoury presentation» introduces, inter alia, the club sandwich into the competition. There will also be room for nutritional bread.

... Finally, in line with new consumer fashions in bakery, pastry-making and catering, the Europain 2012 exhibition will host the Coupe du Monde de la Boulangerie in "le Cube" competition area, an exceptional setting, where the world's finest bakers will reveal the trends of their trade.



## THE TEAMS SELECTED FOR THE 2012 COUPE DU MONDE DE LA BOULANGERIE





### ORDER OF PLAY IN THE COMPETITION

Sunday 04/03/2012	Monday 05/03/2012	Tuesday 06/03/2012
 France	 USA	 Japan
 Taiwan	 South Korea	 Netherlands
 Italy	 Sweden	 Poland
 Peru	 Senegal	 Costa Rica

Results announcement ceremony: Wednesday 07/03/2012

## THE TESTS

In eight hours (plus one hour's preparation the day before), each team, formed of three bakers, will produce items based on four specialities:

-  *baguettes and bread from all over the world*
-  *sweet Viennese pastries*
-  *savoury presentations*
-  *artistic piece*

See you between  
**3<sup>rd</sup> and 7<sup>th</sup> March 2012**  
at the Europain show  
for this incredible  
**competition!**

#### PRESS CONTACT

Nadine Debail - nd@lesaffre.fr  
00 (0)3 20 81 61 00

[www.coupelouislesaffre.com](http://www.coupelouislesaffre.com)

