

THE TEAM FROM SOUTH KOREA: WORLD BAKERY CHAMPION

From Saturday 6th to Tuesday 9th February 2016, 12 international teams competed in an effort to win the “Coupe du Monde de la Boulangerie” that was held as part of the Européen & Intersuc trade show at Paris-Nord Villepinte, France. Performing live in front of an enthusiastic audience of supporters and professionals, the contestants from South Korea - Chang-Min LEE (Baguette and Breads of the World), Jong-Ho KIM (Viennoiserie and Savoury Baking) and Yong-Joo PARK (Artistic creation) - as well as the teams from Taiwan (2nd place), and France (3rd place) pulled out all the stops to earn a place on the podium for their country.

THE TESTS SAW BY THE SOUTH KOREAN TEAM

During the Asia-Pacific selection of the Louis Lesaffre Cup, South Korea impressed the judges thanks to its surprising savoir-faire. South Korea, the winner of this 2016 edition, competed against the 11 other teams in the following categories: Baguette & Breads of the World, Viennoiserie & Savoury Baking, and Artistic Creation.

For this latter, the team from South Korea conjured up an astonishing sculpture celebrating the representative sport from its country: **Archery on a running horse** by integrating, amongst others, mini-burgers and salted viennoiseries that were extremely creative and delicious.

The contestants' technical skills enabled them to improvise and come up with the most surprising creations, both when using the ‘mystery ingredients’ that were drawn randomly at the last minute, and for the imposed recipes for bread and savoury baking of the world.

Following the drawing of lots, South Korea prepared:

- Bread of the world: Hallah (a speciality from Israel)
- Savoury bakery of the world: Kanelbulle (speciality from Sweden)

And improvised using the ingredients revealed at the last minute to prepare:

- Bread containing oat flakes, cardamom, anise (seed) and orange
- Savoury baking product with orange flower water, apricot syrup, coffee powder and blackcurrants

For the latter recipes the contestants had the choice among a selection of flours, fermentation methods and doughs.

“COUPE DU MONDE DE LA BOULANGERIE” PODIUM

SOUTH KOREA			TAIWAN			FRANCE		
								
	Chang-Min LEE			Chung-YU HSIEH			Cyrille MARTIN	
	Jong-Ho KIM			Yu-Chih CHEN			Déborah OTT	
	Yong-Joo PARK			Peng-Chieh WANG			Claude CASADO	

South Korea achieves a place on the podium for the first time in the history of the contest so finishing in first place is quite an achievement.

Taiwan achieves 2nd place in this edition with an impressive sculpture on the national sport: baseball. It improves on its performance of 2012 when it had won the Bronze medal.

France, World Bakery Champion in 2008, came in third place thanks to an artistic and delicate creation on cycling.

The other countries that took part in the competition were: Brazil, Canada, China, Japan, Mauritius, Netherlands, Russia, Turkey, and United States.

In order to take part in the next edition of the "Coupe du Monde de la Boulangerie", in four years' time, South Korea, Taiwan and France will have to put their title back into play and take part in the international selection to try to win their place for the grand final in 2020.

THE CONTEST ACCORDING TO CHRISTIAN VABRET, JIMMY GRIFFIN & THIERRY MARX

Christian Vabret, President of Honour, Thierry Marx, patron to the 2016 edition, Jimmy Griffin, president of the jury as well as the 6 international experts (nationalities not represented during the contest) who sat on the jury, all agree that the competition was tough but the result gave us the most exceptional creations.



Christian VABRET,
President of Honour
founder of the contest

"I had announced that this 2016 edition would possibly be the very best given the level of the contestants and creations. We saw some brilliant teams, well prepared, with the quality this entails, with men and women who understand the spirit of the contest, and results that are beyond exceptional. The most difficult challenge was deciding among them, and the task of the jury was not easy. We wished for an outstanding contest, and that is what we got! Watching the teams at work was a sheer delight and the result was superb! »

"The quality of the competition was impressive. Each time I come to the Coupe du Monde it gets better and better! This year was no exception. It's amazing to see the level of technical skill and excellence. The decisions were very difficult to make because there are so many aspects to judge in different categories. The standards were very high and it has been a huge honour for me to be here in France and in Paris, the home of the croissant and the baguette, as president of a very experienced and excellent jury. »



Jimmy GRIFFIN,
President of the Jury



Thierry Marx,
Patron of Coupe du
Monde de la
Boulangerie 2016

"This contest is packed with talent, there's a lot of work involved and the recipes are inspiring in an artistic and artisan way! One of the problems for bakers today is to combine two hats and two brains in a way: one as an artist to create new recipes and one as a tradesman to produce these recipes 365 days a year. Working with a quality-based approach will win new customers and sales by offering the best possible quality. For bakers this is even more difficult than for chefs, because we create value by using very few raw materials: water, flour, salt, and a pinch of leaven. That is what is really at the core of the artisan bakery trade. »

TOP EXPERTS GATHERED ON STAGE AT THE "COUPE DU MONDE DE LA BOULANGERIE"

New this year: the roundtables brought together prominent personalities in the trade such as Eric Kayser, Jean-Pierre Crouzet – CNBPF (National Confederation of French Bakery and Pastry) – and Dominique Saibron, who discussed of topical themes and issues facing the bakery industry.

To experience the contest highlights:



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South Korea: Artistic piece celebrating “Archery on a running horse” (left) and some creations of the Savoury Baking test (above)



Taiwan: Artistic piece celebrating “Baseball” (left) and some creations of the Savoury Baking test (above)



France: Artistic piece celebrating “Cycling” (left) and some creations of the Savoury Baking test (above)

EUROPAIN & INTERSUC

Europain & Intersuc- the international trade show for the bakery, pastry, ice-cream, chocolate, and confectionery industries – is an exhaustive and global event that features both French savoir-faire and the latest international innovations in terms of products, equipment and services. This event offers an opportunity for artisans and industrialists to find the solutions to satisfy new expectations and consumer habits in the bakery-pastry-chocolate-confectionery sector. Every two years, the trade show is also host to major national and international bakery-pastry contests: “Coupe du Monde de la Boulangerie” held alternately with “Masters de la Boulangerie”, “Mondial des Arts Sucrés”, “Coupe de France des Écoles”.

Europain & Intersuc 2016 proposed 140 demonstrations and conferences on 5 different stages where each trade could find specific and concrete ideas as well as advice.

The next Europain & Intersuc will hold at Paris- Nord Villepinte in 2018.

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