

8<sup>th</sup> edition

# 2012 COUPE DU MONDE DE LA BOULANGERIE

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## En route for the Coupe du Monde de la Boulangerie (Bakery World Cup)!

Do you remember? In 2008... Months of training, doggedness, doubt, culminating in a selection of champions. At the time, the podium welcomed teams from France, Taiwan and Italy. Exhausted but happy, the winners of the Coupe du Monde flew their flags with pride, celebrating the taste of their new creations. But the adventure couldn't end there. The next target... 2012?

Here we are again in the race. The candidates of this 8<sup>th</sup> edition are finishing their preparations. Some days from the finishing line, everything is still to play for. Day and night, the teams from the 12 selected countries busy themselves at their ovens. Recognised as the "best" during the Louis Lesaffre Cup, these bakers make up a choice menu for the final

competition. Guided by our former champions, inspired by their traditions and carried by their imagination, they promise an excellent 2012 vintage!

These great talents will meet **from the 3<sup>rd</sup> to 7<sup>th</sup> of March, at the Europain show**. Under the gaze of professionals from around the globe, from the worlds of bakery, pâtisserie

and catering, the candidates will evolve in line with the challenges and programmed events.

This year, the Coupe du Monde de la Boulangerie seeks to be innovative: new products, new challenge... and new organisation. Come and discover the surprises of the 2012 edition from 3<sup>rd</sup> March, when it opens!

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

Sunday  
4<sup>th</sup> March 2012

**FRANCE**  
**TAIWAN**  
**ITALY**  
**PERU**

Monday  
5<sup>th</sup> March 2012

**USA**  
**SOUTH KOREA**  
**SWEDEN**  
**SENEGAL**

Tuesday  
6<sup>th</sup> March 2012

**JAPAN**  
**THE NETHERLANDS**  
**POLAND**  
**COSTA RICA**



To follow the teams throughout the challenges, go to the Facebook page [Coupe Louis Lesaffre/ Coupe du Monde de la Boulangerie](https://www.facebook.com/CoupeLouisLesaffre/).

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### THE OPENING

In the build-up to the Coupe du Monde, the organisers are whetting our appetite, thanks to a first show themed: **Every product tells a story...** To this end, four teams have been selected during the Louis Lesaffre Cup to take show visitors "on a journey". On 3<sup>rd</sup> March, from 10am, they will open the festivities by presenting typical breads and Viennese pastries from their countries. Thanks to an original décor, enhanced with costumes, music and photos, the public will see four destinations of choice presented: China, the United Kingdom, Slovakia and Vietnam. Immerse yourself in this ambience, as convivial as it is exotic, and talk to bakers from the "four corners of the globe"... you will discover a range of unparalleled delights!

**Diary note:**  
**Tastings are planned from 10.30am to midday.**

