

COUPE
Louis
LESAFFRE

SÉLECTIONS INTERNATIONALES
POUR LA COUPE DU MONDE
DE LA BOULANGERIE

A leading event for the world's greatest bakers

www.coupelouislesaffre.com

3rd EDITION OF THE LOUIS LEAFFRE CUP REGISTRATION IS NOW OPEN

The third Louis Lesaffre Cup kicked off in September. This unique international competition brings together the finest bakers from all over the world to compete in teams for the Bakery World Cup in 2012.

Created in 2003, the Louis Lesaffre Cup forms part of a complete cycle of competitions (national and international selection rounds), the high point of which is the Bakery World Cup.

The participants compete in **three categories**: Bread, Viennese pastry and Artistic piece. The **national selection rounds** for individual participants are held between 2009 and 2010. The best candidates chosen in each of the categories form a national team composed of three bakers. This is the team that will represent its country at the **international selection rounds** organised on all five continents (Western Europe, Central and Eastern Europe, Pacific Asia, North and South America, Africa / Middle East).

Following the international selection rounds, nine teams will have earned the right to compete in the **Bakery World Cup** in 2012, together with the three countries that won the previous Bakery World Cup (France, Taiwan, Italy), already pre-selected.

By helping to enhance the image of baking worldwide, by demonstrating that bread can be an art, the Louis Lesaffre Cup gives new impetus to an often overlooked profession. More than just a technical competition, it is a real human adventure in which creativity, team spirit and excellence are the key words.

The Louis Lesaffre Cup, an unmissable event since 2003, is also evidence of Lesaffre's long-lasting commitment to bakers. With technical support from the professional union EKIP "Les Équipementiers du Goût" (Taste equipment manufacturers), Lesaffre provides an international team of organisers as well as its Baking Centers to back up the candidates.

Entry for the third edition of the Louis Lesaffre Cup is open to professional bakers between the ages of 18 and 55. The second edition of the Louis Lesaffre Cup mobilised 40 countries, with 90 selection rounds and a total of 6,000 candidates.

Region	Probable date	Location
North and South America	September 2010	IBIE Show (Las Vegas - United States)
Africa / Middle East	April 2011	CREMAI Show (Casablanca- Morocco)
Pacific Asia	May 2011	Bakery China* (Shanghai - China)
Western Europe	May 2011	Fête du pain (Paris - France)
Central and Eastern Europe	September 2011	-

* Subject to confirmation

ABOUT LEAFFRE

An independent family group, established in over 190 countries, Lesaffre is a world leader in yeast, bread-making ingredients and yeast extracts. Since 1853, Lesaffre has combined closeness and professional contact with bakers. The Group has thus set up 25 Baking Centers across the world for training, demonstration and research, and it has around thirty production sites on the five continents.

To find out more, visit the official
Louis Lesaffre Cup site
www.coupelouislesaffre.com
(Downloadable press kit)

Press contact Nadine Debail

nd@lesaffre.fr

(00 33) 3 20 14 80 14

(00 33) 6 27 26 28 23