

# A leading event for the world's greatest bakers

Lesaffre Exclusive Official Partner of the 2016 Coupe du Monde de la Boulangerie

## ALL-ROUND EXCELLENCE AT THE COUPE DU MONDE DE LA BOULANGERIE!



For its 9<sup>th</sup> edition, the Coupe du Monde de la Boulangerie, that took place over 4 days during the EUROPAIN show at Paris Villepinte, brought together the 12 best teams in the world. Lesaffre, the competition's Official Exclusive Partner, enthusiastically salutes the teams' professionalism. They gave their all and raised this event to an exceptional level never seen before.



Among the 12 teams from the four corners of the world trying for a Coupe du Monde de la Boulangerie podium place, 9 came through the Louis Lesaffre Cup international selections. Thanks to their diligent preparation, a level of excellence that increased during the national and then international selections, and a desire to surpass themselves, these teams put on an acrobatic show, competing with talent to create artistic pieces, baguettes and world breads and sweet and savoury Viennese pastries. Three speciali-

ties that would be the deciding factor for the competing teams...

Taking the top podium spot was the **SOUTH KOREAN** team. Selected in the Asia Pacific Louis Lesaffre Cup held in November 2015, the very last selection, they left their mark on the event. With only two months of training, and faced with some teams who had been preparing for more than two years, South Korea knew how to reinvent themselves and present an exceptional programme,



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which reflected their exemplary organisation and perfect mastery.

**TAIWAN**, who in 2012 had a third place spot on the podium, got second place this year. Although they were automatically pre-selected without having taken part in the Louis Lesaffre Cup selections, the Taiwanese were the only team to come and observe their future co-competitors during the Europe Louis Lesaffre Cup in 2015... An experience that no doubt helped them to really soak up the high level of the competition, thus opening the way for them to win their silver medal!

Finally **FRANCE**, crowned in 2008 but absent from the podium in 2012, were once again winners with third place. Dynamic and ultra-motivated, the team selected during the Europe Louis Lesaffre Cup proved the system works by progressing with panache in their training, and producing impeccable results... A well-deserved and encouraging bronze medal!

So, it is with respect and pride that Lesaffre applauds the work from all the teams who represent their profession with art and passion.

The date is now set for the individual world challenges at the 2018 Bakery Masters during the next EUROPAINE show in Paris...



South Korea



Taiwan



France

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### ABOUT LESAFFRE

A family-owned group, born in the north of France, Lesaffre is now a multi-national and multi-cultural company committed to being the best in each of its business areas: bread making, nutrition and health, flavours and fermentation.

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