

A leading event for the world's greatest bakers

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CANADA AND BRAZIL TAKE THEIR PLACES ON THE LOUIS LESAFFRE CUP PODIUM!

And, it's a wrap! Canada and Brazil have won the Louis Lesaffre Cup, thereby winning their tickets for the Coupe du Monde la Boulangerie. The Americas zone competition challenges set the scene for an emotionally charged event, and beautiful creations.



In keeping with local traditions, the results announcement ceremony was a musical and generally jubilant affair. Guests at the ceremony had the honour of listening to an introduction by Francis Decottignies (Lesaffre Argentina CEO), Corinne Lesaffre (Lesaffre communications director), as well as Ana Maria Galibert, representative from the FITHEP show (international show for bread making, pâtisserie, chocolate, dough, and pizza technologies...and for businesses)

An extremely high standard overall

In this incredible bread making adventure, on an international scale, Canada and Brazil knew how to stand out with their capacity to perfectly adapt to the new competition challenges.

The overall standard of the AMERICAS selection was remarkable and the jury was continuously wowed as the candidates presented their products. Each team knew how to astound with their creations. "This really was an enriching competition!" declared jury president, Pierre Zimmermann; a sentiment shared by the two members of the technical jury, François Brandt and Eun Chul Jang.

The special prizes

By expanding its jury to include a food critic – Diego Gaona – and a press juror – Luis LAHITTE – the Louis Lesaffre Cup was also able to reward the other teams:

- The SPECIAL PRESS PRIZE went to Costa Rica, a team whose originality won over the journalist on the jury.
- As for the FOOD CRITIC PRIZE, it was awarded to Ecuador, the "little newcomer" to the competition... this country brimming with potential really won hearts and minds.
- THE YOUNG BAKERY HOPEFUL is Canadian. With her creations for children, in vivid colours, sometimes even humorous, Elien de Herdt did not just convince the children – she won over the jury too.
- Finally, the CREATIVITY PRIZE awarded by the FITHEP went to Argentina, to the delight of the locals!

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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, taste and gastronomic pleasure, nutrition and health, and biotechnology.

Press contact: Nadine Debail
nd@lesaffre.fr
(00 33) 3 20 14 80 14
(00 33) 6 27 26 28 23