

A leading event for the world's greatest bakers

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MAKE WAY FOR THE ASIA JURY!

The candidates for the Asia selection will soon launch themselves into the Louis Lesaffre Cup challenges, under the watchful eyes of an exceptional jury: renowned professionals, international bakery experts, yet also familiar with the rigours and requirements of the competition. This jury will be supported by William WONGSO, as *Food Critic*.

In total, there will be five countries competing, but only two will go on to the Coupe du Monde de la Boulangerie. The jury members are expecting shapes, tastes, textures...and above all, surprises! The candidates' techniques will be tested, as much as their creativity. The jury will pay particular attention to the international dimension of the

candidates' know-how, and as much as possible to their little personal touches.

Within the SIAL INTERFOOD show, in Jakarta, the Louis Lesaffre Cup will welcome its final candidates. May the best teams win!



PIERRE ZIMMERMANN (France)

Jury President

A fourth generation baker-pastry chef, Pierre Zimmerman continues the family tradition with panache. In 1996, he made his mark on history by winning the Coupe du Monde de la Boulangerie. Three editions later (2008), he won again, this time as coach, leading his team to the top podium spot. In 2010, he was invited to Chicago, to run the 'bakery-Viennese pastry' section at the prestigious French Pastry School. Along with other renowned bakers, he set up a programme called 'l'Art de la Bou-

langerie' (The Art of Bakery), which aims to be a benchmark for initial training in the United States. However, not content to simply teach, in 2012 he opened La Fournette, which now employs almost 50 staff. With a strong entrepreneurial spirit, his love of a challenge and his perfectionist character, the new president has big ambitions for the Louis Lesaffre Cup.



WILLIAM WIRJAATMADJA WONGSO (Indonesia)

Food Critic juror – Culinary expert

This Indonesian culinary master took his first professional steps alongside renowned experts in the fields of baking, pâtisserie, confectionery and ice cream... Throughout his training, he never hesitated to cross borders to quench his thirst for knowledge: Switzerland, The Netherlands, Germany, France and even California to study œnology. He then landed in Paris, at the Cordon Bleu school, to familiarise himself with French culinary arts.

The founder of ACMI (Aku Cinta Masakan Indonesia), his many talents are now acknowledged by the international culinary community. He is also happy to pass on his know-how in his own bakery or restaurants, or even during professional competitions!

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MARIO FORTIN (Canada)

Technical jury – International Baking Consultant

According to Mario Fortin, “Passion, skill and devotion” are the key ingredients for success. For him, taking part in the 2004 Louis Lesaffre Cup (as Viennese pastry candidate) was a revelation - he could work anywhere in the world. So, he repeated the experience, this time as coach for the Canadian team, in 2007, 2010, and 2015. Highly motivated, he responded to the competition’s international dimension by integrating typically Canadian products into the bread production.

Passionate about the world of bread making, he never stops developing his network around the world. Today, he is an international baking consultant and president of FORMA-LAB. He sees international gatherings and the sharing of different cultures as a way to expand the bakery profession and increase its renown. This is why he is constantly involved in the greatest bakery competitions as a jury member.



JOHAN SORBERG (Sweden)

Technical Jury – Instructor at the Bakery Institute

Johan is one of Sweden’s most eminent bakers. He acquired this title when he was 17 and at 35, he opened his own bakery. Now, he has two that he runs in Stockholm. Featuring as a jury member in highly popular TV shows in Sweden, has enabled Johan to build his reputation on the international stage. In 2000, he received the Académie Gastronomique’s silver medal. Immediately afterwards, the Swedish national team did him the great honour of choosing him as coach.

For the past two years, he has worked as a consultant. He advises bakers who wish to open their own business or helps them to work through any problems. For him, being a jury member is a real opportunity to learn and to meet the best bakers in the world. The passion that he shows for his craft, will certainly provide a shot of dynamism for all the teams.

TEAM RUNNING ORDER

- 11th November 2015 **INDONESIA**
- 12th November 2015 **AUSTRALIA & SOUTH KOREA**
- 13th November 2015 **CHINA & VIETNAM**
- 14th November 2015
“Young Bakery Hopefuls” demonstration and show (3.30pm)
and
Results announcement ceremony (4.30pm)

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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, aromas and fermentation.

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