

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

Africa Mediterranean Selection Round
22nd to 24th March 2011
Crémai Show, Casablanca, Morocco

For more information:
www.coupelouislesaffre.com

THE WINNER IS... SENEGAL

Two days of competition have just ended at the CREMAI Show in Casablanca, with the Africa Mediterranean International Selection Round. The Senegalese team is proudly heading for the Coupe du Monde de la Boulangerie (Bakery World Cup), which will be held in Paris in 2012, hosted by the Europain Show.

This was the first time the CREMAI Show had hosted the Louis Lesaffre Cup. Four countries competed from 22nd to 24th March: Morocco, Algeria, Senegal and Turkey. Each team was composed of three candidates, working in three categories: Bread, Viennese Pastry and Artistic Piece.

The competition proceeded in a very friendly atmosphere, especially between the candidates. Like a fraternity, the candidates from the different countries forged close relationships. The two days were filled with meetings, discoveries and discussions. And Senegal only snatched victory from Morocco by just a few points, so Morocco has won a place as a challenger team.

After the Americas, Europe and Africa Mediterranean zones, we are now leading up to the final stage of international selection rounds, the Asia zone, from 26th to 28th May, where seven teams will be in the running.



Demba Dieme
Bread
"We have a fine profession, it should not be neglected"

Serine Sene
Viennese Pastry
"I gave my very best during this competition. With perseverance, everyone can achieve a good result"

Moussa Diatta
Artistic Piece
"With my artistic piece, I wanted to represent the different symbols of Senegal, an invitation to share our culture"

A "CHALLENGER" TEAM

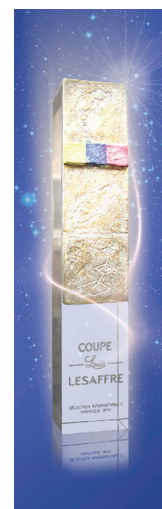
Morocco's performance was also notable, earning it a place as one of the "challenger" teams. This team may have the opportunity to compete in the Coupe du Monde de la Boulangerie. To find out, we will have to wait until the end of the Louis Lesaffre Cup international selection rounds, when an official announcement will be made on the www.coupelouislesaffre.com site in June 2011 designating the "challenger" team that will go on to the world finals.

The Senegalese team only had two months to train, after their work. This is the second time the team has participated in the Louis Lesaffre Cup, giving the candidates the opportunity to test their abilities and express their know-how. The team used local products in a resolutely modern bakery.

During the competition, the candidates rose to the occasion and handled their stress with aplomb. Supported by a large number of fans, the candidates met the challenge. The Consul General of Senegal had made the trip specially to support the team.

This victory brought them enormous joy and great pride, which they expressed according to local folklore, with a combination of dancing and good humour.

When they arrived back in Senegal, a welcoming committee was already waiting at the airport, with the main street of Dakar closed for a celebration parade by the team. This is the first time that a team from Black Africa will take part in the Coupe du Monde de la Boulangerie ... A historical event!



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

