

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

European International Selection Rounds
January 2011
Eurexpo, Lyon, France

For more information:
www.coupelouislesaffre.com

LAUNCH OF THE INTERNATIONAL SELECTION PROCESS IN EUROPE

After the selection rounds held in the United States in September, the Louis Lesaffre Cup's international selection process continues with the Europe zone. These selection rounds will be held from 22nd to 24th January 2011, as part of the Sirha Show, at Eurexpo - Lyon (France).

Candidates will compete in three categories: bread, Viennese pastry, artistic piece. Each country will be represented by a national team formed of the best bakers chosen in each category.

Twelve countries will take part in this selection stage for the Europe zone: Croatia, Poland, Hungary, Russia, Slovakia, Israel, Belgium, Spain, Austria, Sweden, United Kingdom and Netherlands. Three teams will be the designated winners and go on to compete in the Bakery World Cup.

These selection rounds will take place in the Sirha Espace Tendances Pain (Bread Trends Area). The Sirha Show is a real trends laboratory, displaying the latest innovations in catering, the hotel business and food. "The 15th edition of the Sirha Show is hosting the Louis Lesaffre Cup for the first time. This international competition will give it a lively new aspect", declares Marie-Odile Fondeur, the show's Director. "Sirha already hosts a number of competitions which will be complemented by the Louis Lesaffre Cup selections, and we are proud to welcome the world's best bakers to our show. The Sirha Show places great importance on the Bakery - Pastry-making - Confectionery professions, which occupy over 18,000 m² of the exhibition area."

More than just a high level technical competition, the Louis Lesaffre Cup is a genuine human adventure and an initiation process that points the way to excellence.

ABOUT THE LOUIS LESAFFRE CUP

The Louis Lesaffre Cup, a baking competition first held in 2003, very quickly won acclaim. With 6,000 bakers taking part in the second edition all over the world, it has become the benchmark competition in the bakery world. Through this competition, Lesaffre has amply demonstrated its commitment to the profession.

THE 2011 LOUIS LESAFFRE CUP INTERNATIONAL SELECTION ROUNDS

Continent	Date	Location
Europe	22nd to 26th January 2011	SIRHA Show (Lyon - France)
Mediterranean Africa	22nd to 25th March 2011	Crémaï Show (Casablanca - Morocco)
Asia Pacific	26th to 28th May 2011	Interbake Show (Canton - China)



Press Relation: Nadine Debail

nd@lesaffre.fr • (00 33) 3 20 14 80 14 • (00 33) 6 27 26 28 23