

May 2015

# Press pack

COUPE  
*Louis*  
LESAFFRE

INTERNATIONAL SELECTIONS  
FOR BAKERY WORLD CUP

*A* leading event for  
the world's greatest bakers

AFRICA MEDITERRANEAN from 9<sup>th</sup> to 16<sup>th</sup> April 2015

[www.coupelouislesaffre.com](http://www.coupelouislesaffre.com)





## The Louis Lesaffre Cup is back for a 4th edition and with it new challenges devised for the most seasoned bakers. For this edition, the focus will be on mastery of international baking and the candidates' capacity for innovation.

For this new chapter in the “Louis Lesaffre Cup – Coupe du Monde de la Boulangerie – Bakery Masters” competition cycle, the organisers have chosen to play the innovation card, as a way of evolving the regulations towards an ever-more international competition. More than ever, the candidates must draw on their know-how and their creativity. They must also show an openness of spirit and ability to adapt, creating recipes that may well mark the history of bakery.

The great standards, like world breads, Viennese pastries and the hotly anticipated artistic piece will be there. However, as usual, there will be a few innovations on the menu. Prepare to rediscover bread in its most natural form, to dive into a cultural ‘melting pot’ thanks to the diverse know-how of those present, to applaud creations from the “Young Hopefuls”, who have been coached by the greatest...

- Among the fantastic innovations, you will note the new jury composition. It has been enlarged, with new members, and will be assisted by a nutritional advisor.
- A media tool that is entirely new to the competition is also making its first appearance: WebTV. This will enable spectators around the world to follow the candidates throughout their challenges.

In its role as exclusive organiser, Lesaffre will welcome candidates, for the first international selection, in its Lesaffre MECA Region Baking Center™. There are five candidates: Turkey, Algeria, Morocco and for the first time the Ivory Coast and Mauritius. On 16th April two of them will obtain their passport for the Coupe du Monde de la Boulangerie.

May the best candidates win!

## Louis Lesaffre Cup, En route to the 2016 Coupe du Monde de la Boulangerie!



05	AFRICA MEDITERRANEAN International Selection
08	The competition <b>AND THE STAKES</b>
10	The process <b>PRE-SELECTIONS</b>
13	Learning to become a <b>CHAMPION</b>
15	Challenges linked to 3 <b>SPECIALITIES</b>
17	The jury at the heart of <b>INNOVATION</b>
20	A key bakery value: <b>NUTRITION</b>
21	Bakery seen by its <b>YOUNG HOPEFULS</b>
22	The road to <b>EXCELLENCE</b>
23	Creator and organiser's story: <b>LESAFFRE</b>

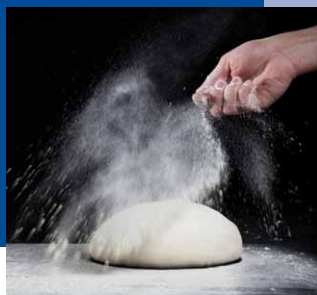
innovation

excellence



know-how

expertise



creativity

originality





# AFRICA MEDITERRANEAN

## International Selection

After several months of national selections, the Africa Mediterranean candidates are the first to get the ball rolling... against the frenetic backdrop of the high level competition.

### Dates for your diaries

Istanbul, Turkey, is the location for the first stage of Louis Lesaffre Cup international selections, dedicated to the Africa Mediterranean zone.

#### RUNNING ORDER FOR TEAMS

10 April 2015 TURKEY  
11 April 2015 ALGERIA  
12 April 2015 MOROCCO  
13 April 2015 IVORY COAST  
14 April 2015 MAURITIUS

15 April 2015  
Demonstration by the “Young Bakery Hopefuls”

16 April 2015  
Results announcement ceremony

### 5 countries => 2 winners

For the five teams in the running, this long preparation will have been experienced to this point with a shared enthusiasm, a rigorous approach to all the challenges and a will of iron.

The candidates will unveil the depth of their know-how and creativity through the 3 flagship specialities: “Baguette and World Breads”, and “Viennese Pastries and Gastronomic Bread Making”, and the “Artistic Piece”. At stake are two places in the Coupe du Monde de la Boulangerie.

### Two new flags

Two countries enter the Louis Lesaffre Cup fray for the very first time: **Mauritius** and the **Ivory Coast**. Drawing strength from their exotic origins and bread making traditions, these new competitors bring their know-how to this great international competition - and it is all the richer for it.

Following these selections, the Jury will continue its journey to America, then Europe and finally to Asia Pacific to bring this latest edition to a close. But in the meantime, let us consider the next events in Istanbul, a city steeped in history and full of symbolism, the birthplace of ancient civilisations and maybe even the springboard for our future champions...

## A totally new communication tool

This competition is followed throughout the world, so it deserves the most modern communication tools to share the event.

### • Social media networks

Everyone can follow the challenges as they unfold on social media networks:

 <https://facebook.com/coupelouislesaffre>

 [https://twitter.com/CLL\\_BakeryCups](https://twitter.com/CLL_BakeryCups)  
#BakeryLesaffreCup

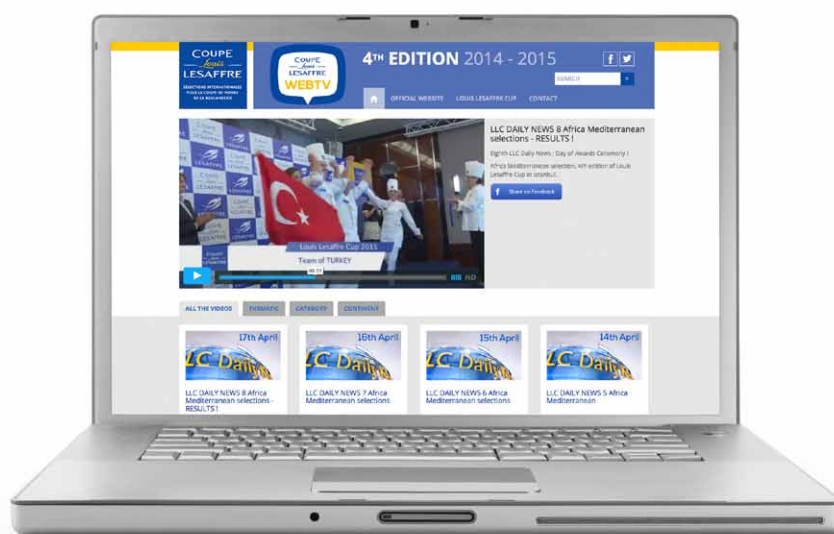
 <http://www.pinterest.com/lesaffrecups>

### • Web TV

The Louis Lesaffre Cup now has its own video channel!

With the LLC Daily News, a 6 min news flash covering the key moments from the previous day, experience the best moments from this selection, every day at 11am (Turkish time), from 10<sup>th</sup> to 17<sup>th</sup> April.

<http://louislesaffrecup-webtv.com>



# AFRICA MEDITERRANEAN International Selection



## Morocco

Baguette & World Bread:  
**Rachid MEZHOUR**

Viennese pastries & Gastronomic bread making:  
**Lahcen AFYF**

Artistic piece:  
**Lahoucine TAGROURET**

Coach:  
**Mohammed MZIOUID**



## Algeria

Baguette & World Bread:  
**Saad BOUMAKHLOUF**

Viennese pastries & Gastronomic bread making:  
**Abdelkader GOUDJIL**

Artistic piece:  
**Toufir BENOURET**

Coach:  
**Mohand Ameziane MEZIANI**



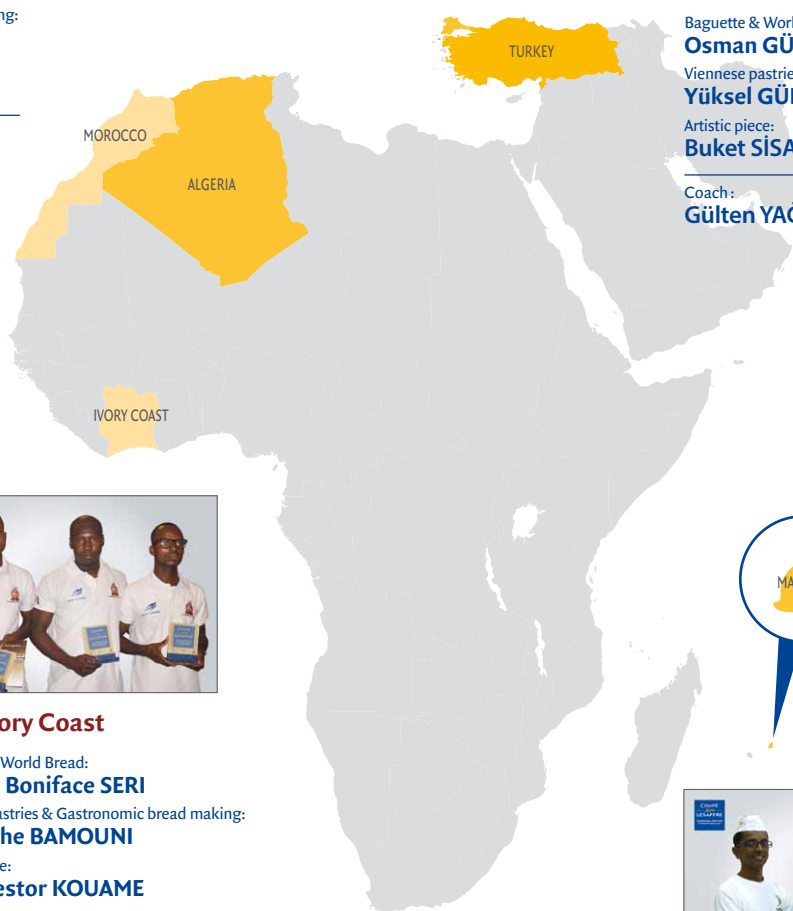
## Turkey

Baguette & World Bread:  
**Osman GÜNDÜZ**

Viennese pastries & Gastronomic bread making:  
**Yüksel GÜLLÜ**

Artistic piece:  
**Buket SİSALAN**

Coach:  
**Gülten YAĞMUR**



## Ivory Coast

Baguette & World Bread:  
**Laurent Boniface SERI**

Viennese pastries & Gastronomic bread making:  
**Hyacinthe BAMOUNI**

Artistic piece:  
**Koffi Nestor KOUAME**

Coach:  
**Abou Dramane DIABAGATE**



## Mauritius

Baguette & World Bread:  
**Sabeer HOOKOOMALLY**

Viennese pastries & Gastronomic bread making:  
**Ludovic GOPAUL**

Artistic piece:  
**Maneeram SANTARAM**

Coach:  
**Laval SOPHIE**



# The competition AND THE STAKES

The Louis Lesaffre Cup is the precursor of the greatest international bakery competitions: this is the competition that launches the journey to the Coupe du Monde de la Boulangerie and to the Bakery Masters. It is also a date with excellence and innovation for the eternal and multicultural craft that is baking.

## A little bit of history...

It was back in 2003 that the Coupe du Monde de la Boulangerie organisers called on Lesaffre to stage this top-level competition in France. They were seeking a more rigorous national candidate selection. In order to achieve this level of excellence the idea of staging pre-selections across the world was quickly adopted.

Thanks to its network of subsidiaries and its 30 Baking Center™ facilities spread across 5 continents, Lesaffre took the reins of this internationally important event. Very rapidly, the organisational set-up convinced bakers from all countries, revealing with each new edition the diversity and quality of bread throughout the world.

Today, the Louis Lesaffre Cup is an unmissable date for bread making professionals. Every 4 years, it is the jewel in the international bakery crown. It shines bright, lighting the way as the 1st step leading up to greater glory.

## Internationally diverse bread

Bread making is inspired by both national heritage and sharing of culture, a combination that further enriches know-how. This is how, in addition to their personal creativity, each candidate is guided by their own region's products and techniques - and their own experience. Nutritional considerations, revisited traditional recipes, ingenious production methods... A meeting of cultures that gives this competition all its richness.

In this way, the Louis Lesaffre Cup helps to reveal the astonishing diversity of bread made throughout the world from the same four basic ingredients – flour, water, salt and yeast. For the candidates, it is an indisputably enriching professional experience, a spectrum of fascinating cultures, ideal for discovering techniques, exchanging ideas and, for the most creative, drawing inspiration. Everything needed to surprise the jury with new creations and new tastes!

For every edition, the Louis Lesaffre Cup counts:  
30 to 40 participating countries,  
dozens of selections and thousands of candidates



### Lesaffre: the challenge to provide excellence

Selecting the “best bakers in the world” requires considerable work and coordination at international level, something only Lesaffre has the personnel and the technical know-how to provide. Throughout this competition Lesaffre rises to the challenge with a key objective: **“to promote the craft of bakery and develop the quality of bread in the world.”**

The Group rapidly earned support from the profession’s representatives throughout the world for the considerable organisation provided for the competition, not least the breadth of communication and the resources devoted to it. With systems now in place, across the globe bakers wait impatiently for their chance to shine by entering this competition.

#### IN SHORT...

The aim of the Louis Lesaffre Cup is to:

- promote the bakery profession throughout the world
- create a network of internationally recognised bakery experts
- diversify the know-how of participating countries
- find talent off the beaten path
- select the best talents in the world and participate in their training
- make candidate recruitment more professional



# The process

## PRE-SELECTIONS

Launched in April 2014, the Louis Lesaffre Cup is part of a competition cycle that takes place over 4 years. On the programme: pre-selections at national, then international, level to find the 9 best teams of bakers who will compete for the world titles.

### A competition cycle



# The process PRE-SELECTIONS

## National selections

They kick off in April 2014. Registration is now open for this high level competition that is the Louis Lesaffre Cup, starting with the national pre-selections.

These take place individually. This allows for the identification of the most talented candidates, the ones with most potential for further training.

In this way, 3 bakers are selected, each one dedicated to a speciality: BAGUETTE & WORLD BREAD, VIENNESE PASTRIES & GASTRONOMIC BREADMAKING or ARTISTIC PIECE. Together they will form the national team to represent their country during the international selections that follow.

## International selections

The international selections pit teams from different continental zones against each other: Europe / Asia Pacific / Africa Mediterranean / Americas.

	Maximum number of participating countries	number of places for the 2016 Coupe du Monde
EUROPE	12	3
ASIA PACIFIC	8	2
AFRICA MEDITERRANEAN	8	2
AMERICAS	8	2
TOTAL		9 teams

Three winning countries from the previous Coupe du Monde de la Boulangerie (Japan, USA, Taiwan) have already been pre-selected to take part in the 2016 Coupe du Monde, during which they will fight for their title once more. They must however select new candidates to form their national team.

Thanks to a truly international reach, these pre-selections that make up the Louis Lesaffre Cup enable organisers to unearth the greatest talents, who can then make a name for themselves as they journey through the global competitions.

## The process PRE-SELECTIONS



### Spotlight on the global competitions

#### >The Coupe du Monde de la Boulangerie

The Louis Lesaffre Cup leads directly to the 2016 Coupe du Monde de la Boulangerie. The 12 countries (pre-selection winners + 2012 world champions) meet at the Europain show (Paris Nord Villepinte) to go head to head as a team for the last time before a jury of the highest calibre.



At the end of these challenges, 3 countries will climb the podium and the team in the top spot will be crowned "world champion".

#### >The Bakery Masters

This competition closes the competition cycle.



Throughout the competitions, candidates are evaluated as part of their team and also as individuals. At the end of the Louis Lesaffre Cup and/or the Coupe du Monde de la Boulangerie, the most brilliant in their specialities are offered the chance to "go it alone" to compete for the prestigious title of MASTER BAKER.





# Learning to become a CHAMPION

A real human adventure and personal challenge, the Louis Lesaffre Cup requires lengthy, intensive preparation. On the programme: training, self-control, constantly raising the bar.... supported throughout by a coach.

## “Competition” style baking

A team preparing for a competition such as this can be likened to a sports team. Every minute detail of training is planned: distance from the table to the kneading machine, number of steps required, timing to the precise minute... nothing is left to chance. Evenings and weekends, on their own or with the team, candidates tirelessly follow a training regime for months...until they attain perfection. There are a number of great performances, mind-blowing creations... All this energy devoted to baking drives the candidates to a level of excellence that is worthy of a champion!

## A learning curve

The Louis Lesaffre Cup selects the most talented bakers, and the keenest. The commitment made at the Louis Lesaffre Cup must be maintained, for the best candidates, until the Bakery Masters... 4 years of competitions in to-

tal! An initiation into excellence paid for in their time and energy.

Stress management, self-control, psychological preparation... these are some of the vital elements required to face a competition of this scope and surpass oneself... Let's not forget the support of their loved ones – a must for such a long-term commitment. Each candidate must learn to manage pressure, first for themselves, but also in terms of their team responsibilities: “we win together or we lose together”.

## One coach per team

Each team calls on a coach to fine tune their talents. The coach's objective: guide the candidates to the highest performance levels, while at the same time channelling their energy to sustain them until the finishing line, ensuring they remain in fighting form - morally and physically.





The coach's different roles:

## • Coordinator

In charge of organisation, the coach devises and runs the training sessions designed to familiarise candidates with competition conditions. Systematically timed and recorded, training is spread over several months, at the rate of at least one meeting per month.

Carefully decoding the regulations, evaluating skills to be employed, retro-planning, organising how the team works together in a shared space... all these tasks fall to the coach. This organisation is essential to guarantee candidates can properly manage their time, as well as their colleagues: they must not get in each other's way (moving around, oven use...)

In addition, the coach must follow the individual evolution of their candidates and push them to excel through "practical exercises", to be completed between training sessions.

## • Manager

The coach must also build the candidates' confidence. The latter can experience all sorts of pro-

blems before and during the competition. The coach must be the first person they turn to for help in solving difficult situations. The coach's actions and advice will help candidates free up the best they can give.

During the long pre-selection process, maintaining the rhythm with a constant eye on excellent work is a particularly challenging commitment. The coach must know how to manage his team in such a way that they can stay motivated, sometimes giving it a new boost... a balance between pressure and laissez-faire.

## • Spokesperson

Immersed in competition preparation, the candidates do not always have the time and the objective distance to put into words the evolution of this intensive apprenticeship. As their dedicated support manager, the coach is perfectly placed to talk for them. It is also an added bonus in "communication" terms for the general organisation of pre-selections.

The coach also ensures the team's "fair play" attitude.



# Challenges linked to 3 SPECIALITIES

Like a recipe, the profession of baker is a subtle mix of ingredients: know-how, professional expertise, mastery of techniques...imagination, curiosity and talent. While the products differ depending on the candidates' country of origin, they are all linked by a group of specialities, inherent to the profession. The Louis Lesaffre Cup organisers have chosen to judge three.

## Baguette & World Bread

A symbol of the bakery profession, bread comes in an infinite number of shapes, tastes, textures... It evolves according to trends, flavours and cultures. The candidates must surprise and delight the jury with their creations. In addition to the finest bread making standards, their creativity is tested by the creation of speciality breads to which they must lend a personal touch.

### INNOVATION

#### The great classics revisited

In keeping with its main aim, the Louis Lesaffre Cup advocates opening up to foreign cultures by adding a new challenge: **making the great international classics**, revisited in accordance with the baker's taste. A great way to expand the candidates' expertise!

This speciality seeks to represent all types of breads consumed in different regions around the world, mainly as an accompaniment to a meal, such as:

- crusty breads (like traditional French baguette),
- soft breads (like sandwich loaves),
- flat breads,
- fried breads.

Among these categories, a further division is made:

- obligatory products,
- free choice products,
- improvised products, chosen at random.



### Viennese pastries & Gastronomic bread making

Where taste meets good looks, these international gourmet snacks are an art form that can sometimes prove a bit addictive! Following strict criteria, candidates must call on all their creativity to stand out from the other teams.

This speciality comprises 2 product categories:

- emblematic Viennese pastries, flaky pastry and non-flaky pastry (croissant, pain au chocolat and brioches),
- Gastronomic bread making (bread-based products that include a sweet or savoury accompaniment, the composition of which means they can be eaten alone or as part of a meal).

Among these categories, a further division is made:

- obligatory products,
- free choice products,
- improvised products, chosen at random.

#### INNOVATION

##### Introduction of the “Gastronomic Bread Making” category

A real sign of modern bakery, a new challenge entitled “Gastronomic Bread Making” is being unveiled. This is in keeping with the trend for practical yet tasty meals, often eaten on the go and adapted to all situations.

A few possible creations: Savoury pizza, Italian panettone, Alsatian Kugelhopf...



### Artistic piece

On a 1m<sup>2</sup> surface area candidates must create a figurative work, with no mechanical artifice, that represents their country of origin. The creativity demanded in this field requires perfect mastery of bakery techniques. Entirely created from bakery dough, these creations are the competition's works of art.

This final speciality will centre on a theme to be unveiled at a later date.

#### INNOVATION

##### Inspiration and oral presentation

The candidate must take particular care over the presentation booklet as well as his/her oral presentation during jury scoring.



2014 BAKERY MASTERS – Antoine ROBILLARD (France),  
2014 MASTER BAKER, artistic piece

# The jury at the heart of INNOVATION

Because the jury is the competition nerve centre, its composition is a determining factor for the value of feedback it provides - and scores awarded to the teams. For this edition, the organising committee has not hesitated to play the innovation card, while remaining true to the fundamentals.

## A two-tier jury

Though the countries are free to choose their local juries – for example, with help from professional bakery bodies – at national selection level, the international selections are subject to the same set of regulations.

### INNOVATION

#### The technical jury

Following on from previous competitions, this jury is made up of 4 members, including the jury president. The latter is tasked with reminding other members of the regulations, organising jury deliberations and guaranteeing the objectivity of decisions.

It has become apparent that in order to ensure the same scoring conditions, a single jury president must be elected for all the international selections. The organisers chose Pierre Zimmermann, an esteemed baker, well renowned among the greats of the bakery profession and holder of the title “champion” of the Coupe du Monde de la Boulangerie.

### INNOVATION

#### An expanded jury

The new concept welcomes 2 new members:

- **A food critic** - essentially working from taste criteria, his/her presence in the jury has become a priority with the introduction of gastronomic bread making. At the end of the challenges, he/

she will award a special prize to his/her “favourite” team.

- **A consumer press journalist** - he/she will also award a special prize to the team that has won them over, especially with the originality of their products.

Please note:

these two new jury members will be from the continental zone.

## NUTRITION AT THE HEART OF THE DEBATE

This new jury concept integrates the global interest in “nutrition” that is also being felt throughout the bakery world, and is reflected by the presence of a nutritionist. Though not allowed to score, the latter will help the jury to expertly judge the nutritional quality of the products created. This advisor comes from the geographical region of the international selection, but must have a different nationality than the candidates in competition.



## FOCUS ON THE TECHNICAL JURY



### **PIERRE ZIMMERMANN** (France)

*Jury president*

A 4th generation baker-pâtissier, Pierre Zimmermann carries on the family tradition with panache. In 1996, he celebrated the history of his surname by winning the Coupe du Monde de la Boulangerie. Three editions later, in 2008, he won again – this time as coach leading his team up onto the winner's podium. In 2010, he was recruited by Chicago's prestigious French Pastry School to take charge of the 'Bakery and Viennese Pastry' section. Along with other well-known bakers, he put in place a programme called 'l'Art de la Boulangerie' (The Art of Baking), that stands as a point of reference for initial training in the United States. However, teaching alone was not enough, so in 2012 he opened La Fourchette, which now has nearly 50 employees. Fortified by his entrepreneurial spirit, his taste for challenges and his perfectionist streak, the new president has big ambitions for the Louis Lesaffre Cup.



### **SOLVEIG TOFTE** (USA)

Solveig is a dynamic, self-motivated young woman, who is used to high-level competitions. A candidate in the 2008 Coupe du Monde de la Boulangerie, then jury member at SIRHA in Lyon during the 2011 Louis Lesaffre Cup, she knew how to complete the challenges alongside exceptional bakers. Her work with the Bread Bakers Guild of America, her amazing results during the competitions and her desire to go ever further, have now enabled her to open her own bakery-café and to teach across the entire country.



### **FRANÇOIS WOLFISBERG** (Switzerland)

François is also a regular at Louis Lesaffre competition. A second-generation baker-pâtissier, he currently runs his own business. This is a man passionate about his profession. He is also keen to experience other cultures and is often to be found globetrotting in searching of new experiences around the world. He is soon to take up a teaching post in Japan, and will certainly use that opportunity to search out little bread making gems in the East.

His current role as Louis Lesaffre Cup jury member will count as one of the new experiences that he so cherishes!



### **RICHARD OR** (Singapore)

A baker for 40 years, Richard has forged a career path in a number of countries throughout Asia, including Singapore, Hong Kong, Japan and China. He now works as Technical Production Director for Davidson International Co. Ltd, in the Chinese province of Hunan. In this role, he keeps a close eye on current bakery trends. Just like the candidates he is coming to judge in Turkey, he has himself participated in competitions when he was starting out... so you might say this is full circle for him!



## Judging criteria

For the two specialities “Baguette & World Bread” and “Viennese Pastries & Gastronomic Bread Making”, the scoring criteria are basically the same. The candidates will be judged on how they comply with regulations: number of pieces, volume, weight and time taken. Then there are the product criteria: texture, regularity, finish, smell, overall appearance, and finally – taste!

The artistic piece is a different challenge, scored according to different criteria like aesthetics and originality. It is also judged for technical difficulty and architectural prowess.

### Please note:

The presentation of the artistic piece will constitute a determining factor in scoring.

## INNOVATION

### A more attractive show

In terms of scoring, the organisation will be modified to produce a **more dynamic product presentation**, created by the candidate. In effect, even if all the products are judged according to the score chart criteria, the candidates will have to choose 3 products per category to specifically show to the public. This will be their chance to highlight the creations they are most proud of, as well as a way to fuel the public’s curiosity.

## A WORD FROM THE HONORARY PRESIDENT

Since the beginning, Lesaffre has had the chance to work with Christian VABRET, Meilleur Ouvrier de France and creator of the Coupe du Monde de la Boulangerie. Over the years, the symbiosis between the Louis Lesaffre Cup, the Coupe du Monde de la Boulangerie and the Bakery Masters has strengthened to become a competition cycle that evolves in perfect synergy. To guarantee this coherence, a man of conviction was needed, capable of embodying the strength of passion shared by the Best Bakers in the World...

The Louis Lesaffre Cup in an autonomous baking competition, linked to the Coupe du Monde de la Boulangerie, that leads to the selection of 9 of the 12 teams that will go head to head at Europain in February 2016. Precursor of a competition cycle, it has involved to encompass:

- More international products
- Gastronomic bread making
- Consideration of nutritional aspects
- Taking into account public perception
- The involvement of young talent

I overwhelmingly welcome these developments, to which I would add the following values: To bring together an elite group of bakers at the heart of a large community to create an international audience network, To showcase bakery products to constantly improve their quality and To develop training initiatives to safeguard the transmission of know-how from generation to generation, as well as between different baking cultures. This is the spirit in which I accepted the role of guarantor of competition cycle coherence for this new edition. Good luck to all our candidates for this new adventure!”

**Christian VABRET,**  
Honorary President for the competition cycle



# A key bakery value: NUTRITION

In a society where nutritional balance inspires the greatest chefs, bakery also seeks to play a part in this movement. What better opportunity than a global gathering to spread the word about this commitment?

## Bread, by nature a health food

Bread can be favourably judged for its many nutritional benefits. Its composition provides many recommended nutritional contributions: plant proteins, vitamins and minerals, fibre... not always found in sufficient quantities in current foods.

This is the case for breads enriched with speciality flours, seeds and grains, fibre...

## The nutritional challenge

This competition is like a laboratory of multicultural expertise in the search for quality.

Except in the Artistic Piece category, the nutritional aspect remains at the heart of candidates' thinking as they create products. Three of their products absolutely must have this concept at their core.

### INNOVATION

What makes this challenge special: a solid case must be provided for the nutritional dimension of the presented products.



# Bakery seen by its YOUNG HOPEFULS

Always as a way to help boost the bakery profession in all participating countries, Lesaffre believes it is vital to think about future generations as well: talents that are discovered and cultivated from the earliest age!

## A new honorary title

Parallel to its competition, Lesaffre is introducing a demonstration called “the Young Bakery Hopefuls”. This will take place at the opening of each international selection. It is a way of introducing each team and its country...in a breath of fresh, young air.

Each team must select a trainee baker from their country. Recruitment can take place in bakery colleges. The team coach will also play an essential role here: initiating this “young hopeful” in as many techniques as possible.

At the end of each international selection, the title of “2015 Young Bakery Hopeful” will be awarded to the young winner.

## Youth carrying the flame of hope

Youth is passion, energy, modernity, off-the-wall ideas...

Since the main aim of this competition is to “promote the bakery profession and develop the quality of bread around the world”, why not start at the very beginning?

Just remember... At the age of 6, Mozart was already composing his first works. At 20, Mark Zuckerberg founded Facebook, today the 2nd most visited site in the world after Google. Young shoots of talent spring up around the world... It is for us to harvest the bakery profession’s future prodigies.



# The road to EXCELLENCE

A real symbol of progression and modernity, the Louis Lesaffre Cup owes its success to an organisation of international magnitude, entirely supported by Lesaffre, resting on fundamentals such as cultural diversity and bringing together talents from all fields.

## An organisation dedicated to excellence

More than a technical competition, the Louis Lesaffre Cup is a real human adventure, within a cycle of top level competitions and supported by a high calibre organisation:

- Logistics adapted to all bread making techniques
- A global reach
- A measured support system (coach), equal to the task of the competition
- Perpetual innovation to ensure a modern competition
- A strategic cycle, that gradually builds up
- A triumphant finale, including the acknowledgement of the most renowned bakery experts worldwide.

An obligatory, yet unrivalled stage - the Louis Lesaffre Cup is the launch pad that leads to the supreme titles of “World Champion” and “Master Baker”.

## Fruits of shared experience

Cultures meeting and mixing help to make the Louis Lesaffre Cup a unique competition, characterised by a real personal and professional enrichment.

Candidates share their know-how, their little tricks of the trade and their recipes with a particularly friendly fair-play attitude. It is a chance to discover new bread making techniques, improve their products and test new ones.

In the end, these shared experiences that transcend borders facilitate this quest for the “best” in terms of taste, texture, appearance...A quest supported by perpetual innovations that further improve quality.

## Diversity: an asset for reaching the greatest heights

The competitors must display ingenuity to impress the jury, to stand out from the rest with the same obligatory products. They must employ all their assets and among these – diversity. Happily, men and women are different and we are all richer for it. Professionals, whatever their speciality, have admitted more than once: “harmony is found where men and women work together”. A reality that drives creativity, especially during these competitions!

This is why this edition is striving, more than ever, for team diversity, in other words a broad range of talents.

## Make a date for the Coupe du Monde!

The Louis Lesaffre Cup always aims to be the competition of current and future bakery trends. This is why it evolves with each new edition, ceaselessly readapting its challenges and organisation, in the knowledge that the other competitions in the cycle will evolve in its wake.

Based on this strong position, these pre-selections combine all the ingredients to reveal the “souls of champions”. The following stage is the Coupe du Monde de la Boulangerie that will take place in 2016 at the Europain show in Paris-Villepinte.



# Creator and organiser's story: **LESAFFRE**



## As part of the competitions

A partner of bakeries on all five continents, Lesaffre embodies the fundamental value of bakery. The company thus supports all those who cultivate talent and know-how - and seek excellence.

To ensure the competition's smooth running, Lesaffre fields an international team for each new edition. This team ensures optimum competition conditions for competitors.

A driving force for shared know-how, the Baking Centers™ can get involved in a support role by providing technical assistance for the teams, and also guaranteeing them optimum logistics.

## 1974/2014: Lesaffre celebrates 40 years of the Baking Center™ network

Since its creation in 1974, the Baking Center network has become the international benchmark, accompanying the ever-evolving profession and the group's expansion in yeast and ingredients markets. A centre of expertise, technology and bread making innovation, it also owes its success to the passion and commitment of those who work within it, focusing on shared values: passing on knowledge, innovation, closeness and culture.

### About Lesaffre

A family-owned group, born in northern France, today Lesaffre is multicultural and has many bases around the world. The company undertakes to be the best in every sector of activity: bread making, nutrition & health, flavours and fermenting.

A global leader, Lesaffre creates, produces and brings to market nutrition, health and life-enhancing solutions, from yeasts and other fermentation products.

Since 1853, innovation has been at the heart of Lesaffre's development. Close to both customers and partners, Lesaffre confidently works to better feed and protect the planet.

### A few figures:

- 7,700 staff
- €1.5bn turnover in 2012
- More than 80 subsidiaries across the world
- 30 Baking Center™
- Products distributed in more than 180 countries

For more information, visit the official website [www.lesaffre.com](http://www.lesaffre.com)





# Press contact

## Nadine Debail

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

Follow the competition on:  
[www.coupelouislesaffre.com](http://www.coupelouislesaffre.com)



Coupe Louis Lesaffre  
<https://facebook.com/coupelouislesaffre>



@CLL\_BakeryCups  
[https://twitter.com/CLL\\_BakeryCups](https://twitter.com/CLL_BakeryCups)  
#BakeryLesaffreCup



Coupe Louis Lesaffre  
<http://www.pinterest.com/lesaffrecups>



Coupe Louis Lesaffre  
<http://youtube.com/user/lesaffrecups>

