

A leading event for the world's greatest bakers

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THE LOUIS LEAFFRE CUP CONTINUES: IN 1 WEEK, THE AMERICAS ZONE TAKES TO THE STAGE!

The international selections for the Louis Lesaffre Cup, for the Americas zone, will continue in Argentina, from 29th May to 4th June. Make a date to feel the heat from this second stage... in a Latino atmosphere!

For this edition, 9 teams have taken up the challenge. From Canada to Chile, and including – for the first time – Ecuador, the Americas zone promises creations as diverse as they are innovative. This great competition will be all the richer for it because, do not forget, this is where challenges are met and experiences are shared.

As part of this spirit of sharing, each of the teams has responded to Lesaffre's call to participate, alongside the competition, in an event during the Bakery Forum, at the FITHEP show (international show for bread making, pâtisserie, chocolate, dough, and pizza technologies... and for businesses).

However, before the festivities, comes the competition! This 2nd selection for the Louis Lesaffre Cup will take place inside the Lesaffre Argentina Baking Center™ in Buenos Aires. As usual, it will be organised around the three flagship baking specialities: “Baguettes and World Breads”, “Viennese Pastries and Gastronomic Bread Making” and “Artistic Piece”. In keeping with local passions, this competition is a match where the stakes are high since it could unlock a place at the Coupe du Monde de la Boulangerie. Like top level sportsmen or sportswomen, the candidates' concentration will be at maximum for the eight consecutive hours before products are presented to the jury.

After this selection, it will be over to the European candidates and then to Asia Pacific. In each event, the candidates will see how they compare and try to win their ticket to the Coupe du Monde de la Boulangerie.

A date for your diaries

The teams from the national selections will be welcomed at the Lesaffre Argentina Baking Center™ to face their challenges.

NEW

YOUNG BAKERY HOPEFULS

During this new challenge, the Young Hopeful from each team must prepare a children's birthday tea. The jury, presided over by Pierre ZIMMERMANN, will be tasked with evaluating the products based on:

- the quality of their creations
- their vision of the bakery profession, from their generation's point of view

TEAMS RUNNING ORDER

30th May 2015 ARGENTINA
31st May 2015 BRAZIL & CHILE
1st June 2015 COSTA RICA & ECUADOR
2nd June 2015 CANADA & MEXICO
3rd June 2015 COLOMBIA & URUGUAY

4th June 2015

Demonstration from the “Young Bakery Hopefuls”

and

Results announcement ceremony

WebTV

The Louis Lesaffre Cup now has its own video programme! With LLC Daily News, a 6-minute newsflash recapping the key moments from the previous day, relive the best moments of this selection, every day at 11am (Argentinian time), from 29th May to 4th June.
<http://louislesaffrecup-webtv.com>

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ABOUT LEAFFRE

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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