



PRESS KIT



2012 edition

COUPE DU MONDE DE LA BOULANGERIE (BAKERY WORLD CUP)

From 3rd to 7th March at the Europain Show
PARIS-NORD VILLEPINTE - France - Hall 5 - Stand 5G142

🌿 *Baking... today's excellence, tomorrow's trends* 🌿



*Who has never been tempted by this oh so familiar world
full of wonderful smells and tastes?
This world that combines beautiful and good,
as well as appetising, mellow, crusty...*

Bakery is a sensory world, revealed in an infinite number of shapes, tastes and nationalities. As it is now an international art, the greatest talents from every continent are heading for the Europain Show, from 3rd to 7th March, to compete for the title of «Coupe du Monde de la Boulangerie Champion».

There are twelve countries taking part in the 2012 Coupe du Monde de la Boulangerie, after either winning the Louis Lesaffre Cup selection rounds or reaching the podium of the last Coupe du Monde de la Boulangerie. Their teams, trained to achieve the very highest standards, will soon compete in four bakery categories: Bread, Viennese Pastry, Savoury Presentation and Artistic Piece.

This year, the Coupe du Monde de la Boulangerie is playing the innovation card. In a society where a balanced diet inspires the top chefs, bakery also wants to play a part in this approach. And what could be better than a world-renowned platform to communicate the strength of this commitment?



Under the eyes of a prestigious jury, recognised by bakery professionals, the teams in the running will unveil all the wealth of their knowhow, skills and creativity... producing the finest works of bakery art. These competitions have been designed to incite the candidates to surpass themselves. The challenge is to amaze and appeal to the jury members. Which country will stand out from its opponents? Which innovations will fuel tomorrow's trends?... The 2012 edition promises to be full of surprises!

Introducing the Coupe du Monde de la Boulangerie.....	page 04
A multicultural competition	page 08
Twelve teams in the running	page 10
Programme.....	page 11
The preselection process.....	page 12
The jury	page 14
The four specialities	page 17
A competition for champions	page 18
The partners	page 20





Introducing the Coupe du Monde de la Boulangerie

The eighth edition of the Coupe du Monde de la Boulangerie will take place from 3rd to 7th March 2012, at the Europain Show in Paris. With a worldwide following, this competition is a major event for the profession.

To build up its renown, the Coupe du Monde has received support from all sides since the beginning. It also freely adapts to changing consumer trends, bringing the competition in line with current tastes!

A summary of the Coupe du Monde

Since its creation by Christian Vabret in 1992, this prestigious competition has attracted professionals from all over the world, coming to pit themselves against each other. More than just a title, the team named «World champion» earns the recognition of its peers, as well as that of its country, whose flag it proudly upholds. Four years later, the title is once again in play in a new Coupe du Monde.

The competition has continually expanded its panel of participating countries and raised the standard of the event. In 2003, it received a boost with the introduction of the Louis Lesaffre Cup, the process for preselecting participating teams.

Since 2010, this competition cycle has been completed by a further stage. After the world champion team has been announced, the bakers involved in the pursuit of excellence can be selected again for the Bakery Masters. The marks they acquired previously in the Louis Lesaffre Cup or the Coupe du Monde will determine whether they are entitled to enter this individual competition.

«World champion», «Louis Lesaffre Cup champion» or «Master Baker», this competition cycle has given rise to these elevated titles, coveted by the most experienced bakers. Inspiring passion and innovation, it is now a genuine symbol of progression and modernity.

The competition's ambitions

Born of one man's dream, this competition quickly elicited a reaction from bakers all over the world. All shared its aims: to promote the bakery trade and improve the quality of bread worldwide.

With an eye to the future, the competition's ambitions go even further. Those who win the title of champion have successfully come through all the stages, proving their professionalism and their determination. The organisers are now counting on these enthusiasts to spread the values of the profession, i.e.: work, quality, originality, love of the business... So that today's bakers can be proud, and to pass on the torch to future generations.



The partners

An event of this scale demanded complementary partners... which were equal to the task!

> A prestigious venue: the Europain Show

In 1992, the Europain Show was already an international meeting place for bakery enthusiasts, but its sphere of influence was not as great as today. It needed to find an attraction that would stimulate bakery and attract more foreign visitors. The Coupe du Monde de la Boulangerie quickly became a promotional asset for the show. As the years went by, both sides grew together to achieve a level of excellence.

> A guarantor of professionalism: the CNBPF – French National Baking & Pastry-making Federation

A partner of the project from the start, the Confédération decided to launch into the adventure on the impetus of one of its members, Christian Vabret. It has helped to develop the concept and encourage professionals to meet the international challenge. Since then, the Coupe du Monde de la Boulangerie has become the promotional spearhead of the baking trade, in line with the Confédération's message.

> High quality equipment: EKIP

Ekip, the union of French bakery-pâtisserie equipment manufacturers, is a partner that has contributed enormously: during the Coupe du Monde, it supplies all the four ovens provided for the show. From heavy equipment to more specific accessories, it supplies equipment that is modern, high-end and comprehensive. Very special equipment for very special bakers!

> A worldwide network: Lesaffre

Lesaffre became involved in the Coupe du Monde de la Boulangerie preselection rounds at the request of Christian Vabret. Backed by its international network of Baking Centers™, Lesaffre began the task of tracking down baking talents in all the participating countries. It has also helped to train the teams as they prepare for the competition.

Innovations

More than ever, a balanced diet is a key concern for us all. Bread, a noble basic element in many cultures, must now adapt to new health requirements. Among the challenges to be faced, bakery now also includes savoury items, with more and more products available. What could be better than the Coupe du Monde to encourage bakers to follow these developments? Totally new tests, revamped working conditions... the 2012 challenge puts the emphasis on innovation.

> Nutritional bread

This competition aims to be a laboratory of multicultural expertise with a quality approach. In this respect, nutritional bread is another real challenge. The specific feature of this test is to find the best combination of balance and taste. Candidates must provide the right calorie, fibre and vitamin content, remain within slow sugar recommendations, avoid fats... all without changing the taste of good bread!

> The savoury presentation

Linked to the rising trend for fast food, the savoury presentation has come to join the original menu of Bread, Viennese Pastries and Artistic Piece; it is now the «4th speciality». Against a background of tastes and flavours that would get the most stubborn mouths watering, the teams endeavour to produce a whole range of savoury rolls and sandwiches. The specific feature of these tests is to see how effectively the team works together.





A multicultural competition

Coming from all four corners of the earth, the greatest talents assemble for the Coupe du Monde de la Boulangerie. They are all guided by the products of their country, their traditional techniques and their creative talent. This competition reveals bakery in its most «exotic» form, giving us a unique vision of other cultures.

Bread is a symbol of life, common to many cultures. Each has its own history, but all have fought for it, or gathered together around it. Bakery is therefore a national heritage, adapted to a particular culture, from knowhow to its marketing and sale.

Over and above the competition, the Coupe du Monde de la Boulangerie offers candidates a unique opportunity to share their experiences. For them, it is an undeniable chance to expand their professional knowledge, an exciting spectrum of cultures, ideal to discover new techniques, exchange ideas and, for the most creative, draw new inspiration. All the better to surprise the jury with new shapes or new tastes!



In contrast to the «culture shock» theory, this meeting of enthusiasts is a very friendly event, where many discoveries encourage an ethos of sharing. Although surrounded by strangers, a natural group feeling emerges. The overriding elements are social interaction and fair play between teams.

The Coupe du Monde de la Boulangerie brings together professionals in a warm, egalitarian and communicative atmosphere... the perfect recipe for a successful competition!



Twelve teams in the running

Having qualified through the Louis Lesaffre Cup selection rounds,
or directly from the 2008 Coupe du Monde de la Boulangerie,
from 3rd to 7th March 2012, these countries will compete
to carry off the title of World champion team.

Following three days of fierce competition, the results will be announced
at a ceremony on Wednesday 7th March 2012, at 11.00 am.

Programme

OPENING CEREMONY

Saturday 3rd March 2012 - 16.15 pm

DAYS OF COMPETITION

**Sunday
4th March 2012**

FRANCE

TAIWAN

ITALY

PERU

**Monday
5th March 2012**

USA

SOUTH KOREA

SWEDEN

SENEGAL

**Tuesday
6th March 2012**

JAPAN

THE NETHERLANDS

POLAND

COSTA RICA

PRODUCTS PRESENTATION AND TASTING SESSION

From Sunday to Tuesday from 2.00 pm to 4.00 pm

RESULTS ANNOUNCEMENT CEREMONY

Wednesday 7th March 2012 - 11.00 am




Hall 5 – Stand 5G142 Coupe du Monde de la Boulangerie – « Le Cube »



The teams




FRANCE



 Stéphane TREUILLET
 Thomas SUBRIN
 Antoine ROBILLARD




TAIWAN



 Ching TAI-CHANG
 Lin KUN-WEI
 Huang WEI-HSUN




ITALY



 Gianfranco FAGNOLA
 Ivo CORSINI
 Fabrizio ZUCCHI




PERU



 Roger APONTE VILLANUEVA
 Carlos HUARCAYA YDIGOYEN
 Hector URRUNAGA COSMOPOLIS




UNITED STATES



 Michael ZAKOWSKI
 Jeremey GADOUAS
 Harry PEEMOELLER

SOUTH KOREA




 Chil-Seok MA
 Soun-Heon BAEK
 Sang-Baek HAN

 Bread
 Viennese pastry
 Artistic Piece

The teams




SWEDEN



 Mattias WALLMARK
 Håkan JOHANSSON
 Moa BRINK




SENEGAL



 Demba DIEME
 Serigne SENE
 Moussa DIATTA




JAPAN



 Yuki NAGATA
 Takuya SASAKI
 Yasuo HATANAKA




THE NETHERLANDS



 Daan HESSELING
 Hiljo HILLEBRAND
 Stefan VAN LIESHOUT




POLAND



 Marcin SUROWIECKI
 Przemysław KOPERSKI
 Paweł CHOJECKI

COSTA RICA



 Carlos Alberto MURILLO
 Fabián Solano NAVARRO
 Moisés CARMONA

 Bread
 Viennese pastry
 Artistic Piece



The preselection process

Part of a competition cycle, the Coupe du Monde de la Boulangerie brings together a selection of candidates from the Louis Lesaffre Cup. Thanks to a logistics system on all five continents, the aim of these selection rounds is to unearth and reveal the finest talents and set them on the path to the Coupe du Monde in 2012.

The origins of the Louis Lesaffre Cup

Instigated by Christian Vabret, the man behind the Coupe du Monde, this preselection process was designed to instil more discipline into the choice of French candidates at national level. When it began in 2003, this national selection round was called the Louis Lesaffre Trophy.

Quite naturally, to take this search for excellence to its logical conclusion, the idea of holding selection rounds all over the world was very soon agreed. With its 25 Baking Centers™ scattered throughout the world, Lesaffre emerged as an ideal partner, at both national and international level. The selection rounds were therefore extended to include a large number of countries, in the form of an international competition: the Louis Lesaffre Cup.

Lesaffre's Baking Centers™, dedicated to training, demonstration and research, gave the teams optimum logistics support. Thanks to this network, the teams had access to all the equipment they needed for their training: cutting-edge appliances, high quality utensils and products, and considerable technical backing.

The preselection process of the Louis Lesaffre Cup

> National selection rounds

For its third edition, in 2009 and 2010, competitions were organised in the countries in the running, to form the team that would represent them in the international selection rounds. Three bakers were chosen for the national team, each an expert in one of the original specialities (Bread, Viennese Pastry and Artistic Piece).

These professionals were not just picked for their talent, but also for their ability to learn and adapt. Indeed, the Coupe du Monde is governed by very strict regulations. To remain in the race, the selected bakers must be trained in the competition techniques. The two key words for this intensive training are «work» and «flexibility».

> International selection rounds

This preselection phase is decisive for teams to reach the world finals. Organised in all five continents, the Louis Lesaffre Cup tests the teams' discipline when faced with the specific competition conditions. This is the first opportunity for the bakers to confront their opponents, compare their ideas, be assessed, in order to reach the Coupe du Monde at the peak of their art. Between 2010 and 2011, the nine best teams emerged and were raised to the rank of «Coupe du Monde candidates».

These nine teams are joined by the teams from the three countries that mounted the 2008 Coupe du Monde de la Boulangerie podium. In all, twelve teams will take part in the event, until the jury at last announces the team that is «2012 World champion».





The jury

The vital factor in any competition is the quality of the jury. This determines the value of the opinions given and the attention they receive. For the Coupe du Monde de la Boulangerie, the choice of jury members is a responsibility that falls to the Organising Committee. The latter must find seven high calibre professionals, capable of judging all the items presented to them. A jury chairman is also appointed. His mission is to remind the seven members of the rules, guarantee jury objectivity and arrange the discussions with the candidates at the end of the sessions.

The jury selection

> A few pointers on jury selection...

- Ideally, the jury will include at least one representative from each continent.
- The role of jury member is restricted to professionals known through the industry. Neither consumers nor journalists may serve on the jury.
- Members are chosen for their competition experience. Sometimes judges are found from other competitions, or they may be former Coupe du Monde candidates.

> Neutrality and control: rock-solid regulations

To guarantee jury impartiality, the Organising Committee observes three strict rules:

- The people chosen have had no previous relationship with the candidates.
- None of them come from any of the countries in the running.
- Their identity will remain secret to be revealed only when the competition begins.

All the equipment and everyday raw materials will be supplied to candidates for the sessions. If candidates need a very specific ingredient for their compositions, this must be submitted for approval by the jury before it can be used.

The day before competing, each team must submit a booklet explaining their compositions in detail. This allows the jury to ratify the use of the ingredients and assess the properties of certain quantities, especially for the «nutritional bread» event. The next day, an examiner will check that the work complies with the booklet submitted.

Judgement criteria

As regards the three specialities: «Bread», «Viennese Pastry» and «Savoury Presentation», the marking criteria are basically the same. Candidates will be judged on how well they follow the rules: number of pieces, volume, weight and time taken.

Then come the product criteria, with the texture of the items, consistency, finish, overall harmony, and finally taste!

The Artistic Piece is a different sort of test, marked on subjective criteria such as appearance and originality. It is also judged on its technical difficulty. The jury should be amazed by the techniques used and the architectural prowess.

To allow candidates to give full rein to their imagination, there are few rules in this category. However, candidates must comply with a few restrictions, such as the available space, the colour of the bread or the theme common to all teams «Bread: symbol of your country».

N.B.: candidates may also receive penalties if they exceed the time allowed, or by working «solo». Bakery is teamwork and they must prove their value together.



JURY CHAIRMAN



François WOLFISBERG (Switzerland)



International Bakery Expert

François WOLFISBERG knows already well that type of competition as he was jury member in the international selection of AMERICA during the Louis Lesaffre Cup in September 2010.

Jury Chairman

His mission: remind the seven members of the rules, guarantee jury objectivity and arrange the discussions with the candidates at the end of the sessions.



JURY MEMBERS



Brett NOY (Australia)

Chairman of the Southern Cross Baking Group Association



Mihalios MOUSIOS (Greece)

Chairman of the Greek Bakers Federation



Mario FORTIN (Canada)

Director of the Suppliers Association for Bakery and Pastry



Roberto NUNEZ (Uruguay)

Chairman of the Interamerican Bakery Confederation



Josep PASCUAL AGUILERA (Spain)

Technical Expert for the Spanish Bakery Confederation



Josef SCHROTT (Austria)

Chairman of the Bunderverband des Bäcker Österreichs



Benny SWINNEN (Belgium)

Chairman of the Richemont Club of Belgium



CHRISTIAN VABRET

Creator and technical manager of the Coupe du Monde de la Boulangerie

Christian Vabret comes from a family of bakers. He began his apprenticeship at the age of 16 and, guided by a clear talent, developed the family business. Deeply involved, he took part in exhibitions and won many competition prizes. In 1986, he received the gold medal for «Meilleur Ouvrier de France» (Best Worker) in Bakery.

Passionate about his profession, Christian Vabret wants to see traditional knowhow survive. «I know that the future of our profession depends on high quality training.» In 1990, therefore, he set up the École Française de la boulangerie (French Bakery School) in Aurillac. The same year, he was named President of the Fédération des Boulangers et Boulangers-Pâtisseries in Cantal.



This Federation gives him scope for new ways of promoting the profession. This led to the idea of the «Coupe du Monde de la Boulangerie», which came into being two years later, involving bakery professionals in a competition aiming for excellence.

It is now a prestigious event that brings together bakers from all over the world.

The four specialities

Like any recipe, the baker's trade is a skilful blend of ingredients: knowhow, knowledge of the business, mastery of techniques... imagination, curiosity and talent.

While the products differ depending on the country of origin, they are all linked by a series of specialities, inherent in the profession. The Coupe du Monde organisers decided to evaluate four of these.

Baguettes & Bread worldwide: bread, the symbol of bakery, comes in an infinite number of shapes, tastes and textures... It evolves in line with trends, flavours and cultures. Candidates must surprise and delight the jury with their products.

Sweet Viennese Pastries: a combination of flavour and aesthetics, these international delicacies represent a definite art, sometimes leading consumers to addiction! Subject to very precise specifications, candidates must draw on all their creativity to stand out from the other teams. Will the cultural characteristics make all the difference?

Savoury Presentation: In this speciality, candidates must combine tradition, love of sweet things, balance... to produce the best fast food «snacks» or honour the world's greatest buffets. Sandwich loaves are a vital element in this speciality, with a particular role to play in the sandwich club test.

N.B.: this speciality mobilises the whole team at the same time!

Artistic Piece: This last speciality is based on a common theme «Bread: symbol of your country». The chosen candidates are especially skilful and creative. On an area of 1m², they have to compose a figurative work, in natural bread colours, with no mechanical tricks, that represents their country of origin. Made entirely from baked pieces, these creations are the Coupe du Monde works of art.





A competition for champions

The Coupe du Monde de la Boulangerie is a challenge for passionate bakers.
Elated by the challenges of this competition,
where the world's greatest professionals come together,
candidates are highly motivated.
On the agenda: training, coaching, self-control, surpassing themselves...
and for the winners, international recognition.

May the best team win!

Like a modern ballet, team training is governed by very meticulous details: distance between the table and the kneading-machine, number of steps required, timing to the nearest minute... nothing is left to chance. With no respite, evenings and weekends, alone or as a team, the candidates undertake successive training sessions for months... until they achieve perfection.

They call on a coach to increase their strengths. The coach's role is to lead the candidates to the best possible performance, while channeling their energy to ensure they remain in Olympic form, both mentally and physically, right to the end.

The Coupe du Monde brings together the most talented bakers, but also the most determined. We see multiple performances, broken records, breathtaking creations... All this energy at the service of baking is focused on one objective: to be up with the leaders.

*«In my experience, a team preparing for the Coupe du Monde may be compared to a sports team. Each person must learn how to manage his stress, first for himself, but also because of his responsibility towards his team: **you win together**. The Coupe du Monde teaches us a great deal about ourselves, it's a real insight into your personality.»*

Christophe Debersee

World champion «Artistic Piece» – French team
2008 Coupe du Monde de la Boulangerie



The partners

EUROPAIN, the international Bakery, Pastry, Ice Cream and Catering Show

The international renown of the Europain Show is such that, every two years, it welcomes over 86,000 visitors from all over the world. Aimed at both craftsmen and manufacturers, its exhibitors present a wide range of products and equipment. This very lively show displays the latest innovations and trends, to inspire all the professionals present, who can then reinvent their offer in line with new consumer habits.

Recently Europain formed an association with Success Food, bringing the bakery and catering worlds together in a single trade show. There are also technical innovations, as the competition area has been redesigned to create «le Cube». This new configuration provides the ideal venue for competitions based on three sectors of activity (bakery, pâtisserie and catering). Thanks to its original layout, le Cube will offer the public an exceptional area.

> In the context of the Coupe du Monde...

Europain began its Coupe du Monde story alongside its owner, EKIP. Bringing together bakery professionals, it enables visitors to discover the great talents of our time and their innovative ideas. 200 international journalists are invited to each edition to enjoy, then report on this spectacular setting. Its regular hosting of the competition demonstrates the show's desire to raise the status of this profession.



IDENTITY CARD

EUROPAIN

Paris Nord Villepinte
68004

95970 ROISSY CHARLES DE GAULLE
www.europain.com

CNBPF, The French National Bakery & Pastry-making Confederation

This professional organisation brings together France's baker-pâtisseries. Its role: to defend the profession's general interests, equipment and ethics, while also promoting the profession, facilitating relations between members and creating partnerships.

The Confederation's 4 permanent Committees:

- Economic, fiscal and social Committees
- Quality, training, and innovation Committees
- Restructuring, regulation and modernising Committees
- Communication, promotion and information Committees

A few key activities:

- Le Pain de Tradition Française (**Traditional French Bread**): born out of the 13th September 1993 decree, it guarantees the consumer an authentic, additive-free, non-frozen product.
- La Fête du Pain (**Festival of Bread**), created to promote bread and bread-making. During this annual event, which starts on the Monday before 16th May, a number of key players mobilise, notably in schools, to help children discover the world of bread.
- **The title "baker" and "bakery"** is reserved, by the law of 25th May, 1998, to professionals who make and sell bread on the premises, without quick-freezing it.
- **The Good Hygiene Practices in Pastry-making Guide** was written to simplify and adapt regulations for the baker-pastry maker trade.
- **The "boulangier" (baker) signage kit**, created to identify bakeries in terms of the 25th May, 1998 law.
- **The complementary healthcare expenses system** put in place for the profession's employees with all the unions.



> In the context of the Coupe du Monde...

The Confederation, represented by its deputy president Christian Vabret, has always supported and taken an active role in the Coupe du Monde's organisation.

IDENTITY CARD

Confédération Nationale de
la Boulangerie-Pâtisserie Française
27 avenue d'Eylau
75782 PARIS
www.boulangerie.org



EKIP, « Les Équipementiers du Goût » equip the bakers

Formerly known under the acronym UFFEB, this union groups together French manufacturers that specialise in bakery and pâtisserie equipment. Its ambition is to promote the profession's quality and knowhow through a network of exchanges involving all the partners in the wheat-flour chain.

It contributes to this by...

- ... monitoring and revising standards,
- ... developing export aids,
- ... making retailers aware of the quality,
- ... organising training in French knowhow,
- ... regularly updating its Internet site,
- ... arranging trade shows (e.g. Europain).

With an export sales figure of 40% for its members, and a strong «melting pot» recorded at the Europain Show, EKIP can claim a healthy international dimension.

> In the context of the Coupe du Monde...

A partner of the Coupe du Monde since the very beginning, EKIP is the owner of the Europain Show. Each time, the professional union puts all its logistical resources at the candidates' disposal to ensure the best working conditions. At the show, it provides the electrical facilities, water supply and, of course, all the appropriate equipment: around 140 cooking appliances, utensils, containers... The quality of its equipment is rigorously checked in order to guarantee that candidates have the best possible working conditions during the competition.



IDENTITY CARD

EKIP

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www.ekip.com

LESAFFRE, Exclusive Official Partner of the Coupe du Monde de la Boulangerie

Lesaffre, an independent French family group founded in 1853, is the world leader in yeast, bread-making ingredients and yeast extracts. Thanks to its unique and well-mastered technical skills, Lesaffre can boast the highest level of expertise in the production and processing of yeast in all its forms. Present on all five continents, Lesaffre adapts to meet its clients' precise requirements.

A few figures:

- A turnover of around 1.3 billion euros in 2010
- Over 7,000 employees spread over the 5 continents
- Over 100 subsidiaries worldwide: around fifty production sites and sixty sales offices or retail subsidiaries
- A commercial presence in more than 160 countries
- 25 Baking Centers™
- Over 120 researchers actively collaborate with around sixty universities and research centres all over the world.

> In the context of the Coupe du Monde...

Since 2003, Lesaffre has been involved in organising baking competitions. With the support of its international network and the facilities of its 25 Baking Centers™, it launched the national and international selection rounds under the title «Louis Lesaffre Cup». Thanks to this competition, now recognised by all the world's bakers, Lesaffre has been able to track down some «rare gems» and lead them through to the heights of achievement.

In 2012, Lesaffre is increasing its commitment to bakers by becoming Exclusive Official Partner to the Coupe du Monde de la Boulangerie.



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