



2014 Bakery Masters

8 TO 12 MARCH 2014 - PARIS-NORD VILLEPINTE - FRANCE

“Flying the flag for the bakery profession”



Clémentine Béjat

Bakers are shaping the future of the profession with the Bakery Masters!

The best bakers gathered together at the Europain Trade Fair at Paris-Nord Villepinte on 8-12 March 2014

There were 22 competitors from 17 countries with just a single aim:
become Master Baker 2014 in the Bread, Viennese pastry or Artistic piece category.

The unique and amazing adventure that is the Bakery Masters was held for the second time at the Europain trade fair at Paris Nord Villepinte and saw the world's best bakers facing off in competition. The four-day competition came to an end on 12 March 2014 at midday, when the three **2014 Master Bakers** were crowned at the awards ceremony in front of an audience of well-known figures from the global bakery industry and supporters from all four corners of the globe.

www.europain.com -  facebook.com/CoupeLouisLesaffre



The envelope containing the eagerly awaited results was finally opened by the president of the judging panel, **Benny Swinnen** ...

THE WINNERS ARE

Master Baker - Bread category:

Yuki Nagata - Japan.



Sabine Serrad

Master Baker - Viennese pastry category:

Hankan Johansson - Sweden



Sabine Serrad

Master Baker - Artistic piece category:

Antoine Robillard – France.



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“An exceptional judging panel for exceptional competitors”

PRESIDENT:

Benny SWINNEN (Belgium)
President of the Belgian Richemont Club

JUDGING PANEL MEMBERS:

Jean El Tannoury (Lebanon)
Baker and pastry chef

Hector Facal (Uruguay)
President of the Centro de Industriales Panaderos de Uruguay

Jimmy Griffin (Ireland)
President of the Irish Richemont Club

Jack Hazan (Israel)
President of the Israeli Circle of Chefs

Mariana Kukusheva (Bulgaria)
President of the Federation of Bakers and Confectioners in Bulgaria



COMPETITION CO-ORGANISERS AND FOUNDERS

Exceptional support

For an event as important as the Bakery Masters, a major international trade fair – Europain - was obviously the most appropriate setting, and **sponsors of great stature were also needed.**



EKIP: The professional union of French baking and pastry equipment manufacturers is the ideal partner for this prestigious competition.

Ekip, the founder and owner of Europain, helps to publicise French baking and pastry equipment expertise worldwide.

Ekip provides the competitors with the logistics and all the top-level professional equipment needed to compete in the best possible conditions.

LESAFFRE, a key player in the bread-making industry

Lesaffre has supported bakers across five continents for over 160 years and is a company that conveys the intrinsic values of bakery. The company supports all those who cultivate talent and expertise and who target excellence.

Having become involved in the Louis Lesaffre Cup and the Bakery World Cup, Lesaffre was behind the launch of the Bakery Masters in 2010. In 2014, the company rose to the challenge of co-organising the second edition of this unique event in order to give the world's best bakers the chance to show off the extent of their talents.



Total four-year commitment assessed over four days

The competition completes a cycle of two globally recognised competitions - the Louis Lesaffre Cup and the Bakery World Cup in which bakers from each country competed in teams.

The Bakery Masters is a highly demanding competition: the competition rewards the individual performances of the best competitors in three categories. Each of them puts their name and talent on the line. *In the full glare of the international press and the profession's leading lights, the competitors excelled themselves, raising their creations up to the level of art and convincing a panel of globally recognised industry professionals.*

Two competitors per day and per category gave their all in marathon eight-hour stints from Saturday to Tuesday.

The Louis Lesaffre Cup takes place over the course of two years: the competition selects the best talents from all over the globe in Year 1. Each participating country puts forward a national team of three competitors. In Year 2, these teams then compete by continent. Nine of the 12 teams competing in the Bakery World Cup have come from the Louis Lesaffre Cup.

The Bakery World Cup held every four years at the Europain trade fair has nine finalist teams from the Louis Lesaffre Cup and three teams from the podium of the previous edition of the Bakery World Cup.





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