

COUPE  
*Louis*  
LESAFFRE

INTERNATIONAL SELECTIONS  
FOR BAKERY WORLD CUP

# A leading event for the world's greatest bakers

For more information:  
[www.coupelouislesaffre.com](http://www.coupelouislesaffre.com)

Africa Mediterranean Selection Round  
22nd to 24th March 2011  
Crémaï Show, Casablanca, Morocco

## THE LOUIS LESAFFRE CUP AT THE CRÉMAI FOR THE FIRST TIME

From 22nd to 24th March 2011, the Louis Lesaffre Cup is starting selections for the Africa Mediterranean zone, at the Crémaï Show in Casablanca (Morocco).

The Crémaï Show is hosting the Louis Lesaffre Cup for the first time. This show has extensive experience in organising competitions, always eager to highlight the men and women who really shine in their profession. "The values of the Louis Lesaffre Cup are in line with our own" explains Kamal Rahal Essoulami, Show Director, who has been a jury member himself several times in Asia and in France.

### Four teams in the running

Four countries will compete in this selection round. One team will then be chosen to go on to the Coupe du Monde de la Boulangerie (Bakery World Cup) in Paris in 2012, together with one "Challenger" team.

THE FOLLOWING COUNTRIES WILL BE COMPETING  
IN THE AFRICA MEDITERRANEAN SELECTION ROUNDS:

Tuesday 22nd March	Wednesday 23rd March
Morocco	Senegal
Algeria	Turkey

The teams compete in three different categories: Bread, Viennese pastry and Artistic piece. The competition runs over two days, then the winners will be declared at the results announcement ceremony.

Results announcement ceremony  
Crémaï - Louis Lesaffre Cup area  
Thursday 24th March 2011 at 11h00

### 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.

In order to share fully in the excitement of the competition, the Crémaï is setting up "Crémaï TV" and "Crémaï News", two media channels that will broadcast the competition live, both via the Internet and via screens available at the show.

### FOCUS ON SUSTAINABLE DEVELOPMENT

For this 2011 edition, the Crémaï will be flying the flag of sustainable development. The Louis Lesaffre Cup enthusiastically embraces this theme. Indeed, on 24th and 25th March 2011, following the competition, interviews focusing on the Bakery profession will complete the programme of talks organised by the show. Go to [www.cremaï.net/](http://www.cremaï.net/) for more information.

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