

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

American selection rounds

From 26th to 29th September 2010

International Baking Industry Exposition (IBIE), Las Vegas, USA

For more information:
www.coupelouislesaffre.com

THE WINNERS ARE...

The American and Peruvian teams won the first selection rounds of the third Louis Lesaffre Cup on Wednesday 29th September in the United States. They are now on their way to the Bakery World Cup competition, which will be held in Paris in 2012, hosted by the European Show.

"The competition has helped me to improve my standards. With bread, the training is endless, you're always learning."

Mike Zakowsky
Bread

"I practised again and again... If I had to do it again, I wouldn't hesitate, it was great!"

Jeremy Gadouas
Viennese Pastry

"With the artistic piece, I wanted to show the art of making bread through symbols of America: work (the framework), progress (mechanisms), freedom (the Declaration of Independence), success (the open flowers)."

Harry Peemoeller
Artistic Piece

USA



After nearly a year of training (individually and as a team), the USA team approached the competition with confidence and serenity. Traditionally qualified for the World Cup, the challenge was to win this pre-selection without fail.

The Americas zone selection rounds were organised during the prestigious IBIE (International Baking Industry Exposition) Show in Las Vegas (United States). Eight countries competed from 26th to 29th September: Canada, Costa Rica, United States, Mexico (North and Central America), Argentina, Brazil, Chile and Peru (South America). Each team was composed of three candidates, competing in three categories: Bread, Viennese Pastry and Artistic Piece.

This event revealed the undeniable progress made by each of the countries. The Louis Lesaffre Cup is beginning its third edition with a very high level of expertise shown by its participants. These three days of competition were a rich mosaic of meetings, discoveries and contacts. Despite the stress, the candidates were pleased and proud to have represented their countries "Even more than a professional experience, the Louis Lesaffre Cup is a real experience of life", declared a Mexican baker.

Don't miss the next encounter from 22nd to 26th January 2011 for the European zone selection rounds, which will be hosted by the SIRHA Show in Lyons (France). Twelve countries will be in contention to carry off one of the three places in the Bakery World Cup.

Press Relation: Nadine Debail
nd@lesaffre.fr • (00 33) 3 20 14 80 14
(00 33) 6 27 26 28 23

PERU



"We presented unique products with different flavours, relying on the nutritional quality of Peru's cereal-based products. We demonstrated some of the country's most popular products. The competition also gave us a chance to innovate and create new products. The artistic piece represents the history and architecture of Peru in the pre-Inca era."

Roger Aponte
Villanueva
Bread
Carlos Huaracaya
Yndigoyen
Viennese Pastry
Hector Urrunaga
Cosmópolis
Artistic Piece

The last team to join the competition, the Peruvian team only had two months to prepare. With non-stop 12-hour training sessions and 8-hour competition rehearsals, they prepared intensively. After coming second in the second edition of the Louis Lesaffre Cup in 2007, they were determined to win. Buoyed by the enthusiastic applause of their supporters, they were very excited by the result. They hope to use this award to modernise the image of Peruvian bakery. It's also a chance to improve the quality of bread in their country.

TWO "CHALLENGER" TEAMS...

Two "Challenger" teams amazed everyone with their performance:

- Costa Rica
- Brazil

These two teams may have the chance to win a place in the Bakery World Cup. However, you will have to wait until the end of the Louis Lesaffre Cup international selection rounds, after which an official announcement will be made on the www.coupelouislesaffre.com site in June 2011 naming the Challenger team that will go on to the world finals.

