

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

Asia International Selection Round
26th to 28th May 2011
Interbake Show, Canton, China

For more information:
www.coupelouislesaffre.com

FRIDAY 18TH FEBRUARY 2011

LAUNCH OF THE ASIA INTERNATIONAL SELECTION ROUND

An unmissable event in the Bakery world, the Louis Lesaffre Cup continues its international selection cycle with the launch of the Asia zone, from 26th to 28th May 2011. After the America, Europe and Africa-Mediterranean zones, the Louis Lesaffre Cup now enters the final stage of selections, to be held at the Interbake Show, in Canton, China.

The candidates will compete in three categories: Bread, Viennese Pastry and Artistic Piece. Each country will be represented by a national team composed of the best bakers selected in each category.

Seven countries are taking part in the Asia zone competition: **Australia, China, South Korea, Indonesia, the Philippines, Vietnam and Japan.**

At the end of the event, two teams will be the designated winners, going on to compete in the the Coupe du Monde de la Boulangerie (Bakery World Cup), held in Paris in 2012, and hosted by the Europain Show.

Following the competition, one team will be given the title of "challenger" and will remain in the running. Then in June 2011, the best of the six "challenger" teams, previously selected on each continent, will be chosen to compete in the Coupe du Monde de la Boulangerie (Bakery World Cup).

By helping to raise the status of Bakery all over the world and demonstrating that bread-making can be an art, the Louis Lesaffre Cup gives new impetus to a fairly discreet profession. Much more than a technical competition, it represents a real human adventure, where creativity, team spirit and excellence predominate.

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.

INTERNATIONAL SELECTION FOR LOUIS LESAFFRE CUP 2010-2011

Region	Date	Location
America	26th to 29th septembre 2010	IBIE Show (Las Vegas - United States)
Europe	22nd to 24th january 2011	SIRHA Show (Lyon - France)
Africa Mediterranean	22nd to 25th march 2011	CREMAI Show (Casablanca - Morocco)
Asia Pacific	26th to 28th may 2011	Interbake Show (Canton - China)

Press Relation: Nadine Debail

nd@lesaffre.fr • (00 33) 3 20 14 80 14 • (00 33) 6 27 26 28 23

