



**PRESS KIT**  
**BAKERY**  
**MASTERS**

**FROM 6<sup>TH</sup> TO 10<sup>TH</sup> MARCH 2010**  
**PARIS-NORD VILLEPINTE - FRANCE**





## PROGRAM

- 6<sup>th</sup> March 2010** **Bread:** Masami Nishikawa (Japan) - Il-kyun Chung (South Korea)  
**Viennese pastry:** José Joaquín Roldán Trivino (Spain) - Theodor Prinsen (Netherlands)  
**Artistic Piece:** Wiesław Kucia (Poland) - Javier Emilio Molina Bejar (Spain)  
 Product presentation and tasting session at 13h30 and 16h00
- 7<sup>th</sup> March 2010** **Bread:** Mattias Wallmark (Sweden) - Anthony Aury (France)  
**Viennese pastry:** Robert Izeli (Hungary) - Peter Yuen (United-States)  
**Artistic Piece:** Christophe Debersee (France) - François Brandt (Netherlands)  
 Product presentation and tasting session at 13h30 and 16h00
- 8<sup>th</sup> March 2010** **Bread:** Abdelah Boulam (Morocco) - Wietse Schiere (Netherlands)  
**Viennese pastry:** Roger Alvarado Granados (Costa Rica) - Thomas Planchot (France)  
**Artistic Piece:** Israël André Zelayes Segovia (Uruguay) - Andrea Horváthová (Slovakia)  
 Product presentation and tasting session at 13h30 and 16h00
- 9<sup>th</sup> March 2010** **Bread:** Gary Salazar Silva (Mexico) - Pao-Chun Wu (Taiwan)  
**Viennese pastry:** Angelo Principe (Italy) - Abdelkader Goudjil (Algeria)  
**Artistic Piece:** Armando Guerini (Italia) - Dara Reimers (United-States)  
 Product presentation and tasting session at 13h30 and 16h00
- 10<sup>th</sup> March 2010** **11h30:** Press welcome at the VIP space (Hall 3 –C133)  
**11h45:** Results announcement ceremony  
 3 bakers (one in each category) will be chosen as “Master Baker 2010”.



## MASTERS DE LA BOULANGERIE

**From 6<sup>th</sup> to 10<sup>th</sup> March 2010, the Bakery Masters will bring together the world's greatest bakers who competed in the Louis Lesaffre Cup and the Bakery World Cup.**

This new competition, demanding a very high level of technical expertise and personal commitment, will be held during the prestigious world-renowned Europain show, at Paris-Nord Villepinte.

The 24 candidates from 17 countries will perform individually in their own specialist category: Bread, Viennese Pastry, Artistic Piece.

The competition events will require the highest level of professional expertise, but they will also put great emphasis on imagination, reactivity and the ability to adapt, with the aim of surprising the international jury set up to mark the competitors. The jury list will be kept secret until the start of the competition in order to guarantee the impartiality of the event. This jury will have a distinguished Honorary President: Peter Becker, President of the International Bakery Union. Three "Master Bakers" will be chosen, one in each category, helping to give this age-old profession a forward-looking image.

Sponsors of the same calibre were needed to back up this worldwide competition. The Lesaffre group, world leader in yeast production, is the exclusive official partner. Technical support is provided by the professional union EKIP "Les Équipementiers du Goût" (Taste equipment manufacturers), owner of the Europain show.



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Meilleur Ouvrier de France,  
Manager of the Bakery Masters jury
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# “Raising the status of baker”

**The Bakery Masters is a brand new competition that brings together the greatest bakers who took part in the Louis Lesaffre Cup and the Bakery World Cup.**

The aim of this individual competition is to reveal, out of the 6,000 bakers encountered all over the world during the past few years, the “nuggets” who could represent their profession on the international stage.

While the Bakery Masters forms part of a competition cycle, it is aimed at the participants’ spirit of initiative and commitment as much as their technical skill.

By giving bakers the opportunity to make their mark as individuals and to move forward as professionals, the Bakery Masters participants will be keen to promote our profession and to raise its status.

## **Christian Vabret**

Meilleur Ouvrier de France  
Manager of the Bakery Masters jury

## About **Christian Vabret**

Son of a baker, Christian Vabret began his apprenticeship at 16 in the family business in Aurillac. While developing his bakery knowledge, he won a number of prizes at various competitions and exhibitions. In 1986, Christian Vabret was given the title of Best Worker in France. The title “Meilleur Ouvrier de France” is awarded every three years to craftsmen, industry and service professionals whose work has provided a benchmark of excellence in scientific, technical, economic or artistic fields. The title is one of the highest professional honours in France.

It was Christian Vabret, in 1992, who had the idea for the Bakery World Cup, an event that has now achieved worldwide renown.

Still working as a baker, passionate about advancing his profession, he has also written several professional works about bakery. All these activities have a common aim: to promote craftsmanship in general and the bakery profession in particular, of which he is currently one of its most ardent supporters.



# The Bakery Masters, a first! The recognition of individual talent and know-how

## A prestigious event where individual talents can shine

The Bakery Masters will be the high spot of the 2010 Europain show, which will run from 6<sup>th</sup> to 10<sup>th</sup> March 2010 at Paris-Nord Villepinte.

During this event, 24 candidates of different nationalities will compete to be the best and win the title of "Master Baker" in the categories of "Bread", "Viennese Pastry" and "Artistic Piece". Three of them will be named "Master Bakers" by a jury of international experts.

## About Europain



The international Europain show, which started life in 1967, takes place every two years at the Paris-Nord Villepinte exhibition centre.

The last edition welcomed over 86,000 visitors – 36% of whom were foreign – from 133 countries.

The 2010 edition will have 642 exhibitors on an area of 80,000 m<sup>2</sup> with seven sectors:

- craft bakery
- industrial bakery
- craft and industrial pastry-making
- Intersuc, sugar and chocolate
- ice cream
- shops
- school street



## A new competition following a cycle of international competitions

From now on the Bakery Masters will be held every four years, alternating with the Bakery World Cup, as part of the Europain show.

This new individual competition forms part of a cycle of international bakery competitions that are already renowned in the profession:

- The Louis Lesaffre Cup national selection rounds. These selection rounds, which take place in around forty countries, are held to decide the best candidate in each category: Bread, Viennese Pastry, Artistic Piece. The three chosen candidates will form the national team that will represent its country at the Louis Lesaffre Cup international selection rounds.
- The Louis Lesaffre Cup, with teams entering international selection rounds. These competitions to find the best bakery teams are organised on all five continents.
- The Bakery World Cup, a team event. This brings together the nine winning teams from the Louis Lesaffre Cup international selection rounds, as well as the three countries pre-selected from the previous Bakery World Cup podium.



## Outstanding candidates



### 24 candidates from 17 countries

24 candidates from Europe, the Americas, Asia and Africa will take part in the Bakery Masters competition.

The candidates have all taken part in the 2008 Bakery World Cup and the Louis Lesaffre Cup international selection rounds in 2006-2007. 18 of them were chosen according to the marks they obtained in these competitions. Six are “wild cards”, i.e. renowned professionals, who were unable to demonstrate the extent of their talent and their know-how in teams during these two competitions. The Bakery Masters gives them the opportunity to make their mark individually and show what they can do.

### Three categories: Bread, Viennese Pastry, Artistic Piece

Each of the 24 candidates is specialised in one of the key baking categories: Bread, Viennese Pastry, Artistic Piece. Four candidates in each category came through the Bakery World Cup, two through the Louis Lesaffre Cup and two are “wild cards”.

### And as for the candidates...

All the candidates are between the ages of 18 and 55 maximum and must either hold the nationality of the participant country or have lived and worked there for at least five years. Each candidate must work exclusively in the bakery profession.



Saturday 6<sup>th</sup> to Wednesday 10<sup>th</sup> of March 2010.

Selection	Country	Name	Category	Competitive order
<b>2008 Bakery World Cup</b>	Taiwan	Pao-Chun <b>WU</b>	Bread	Tuesday, 6am-2pm
	Sweden	Mattias <b>WALLMARK</b>	Bread	Sunday, 4am-12am
	Japan	Masami <b>NISHIKAWA</b>	Bread	Saturday, 4am-12am
	Netherlands	Wietse <b>SCHIERE</b>	Bread	Monday, 6am-2pm
	United States	Peter <b>YUEN</b>	Viennese Pastry	Sunday, 6am-2pm
	Netherlands	Theodor <b>PRINSEN</b>	Viennese Pastry	Saturday, 6am-2pm
	Italy	Angelo <b>PRINCIPE</b>	Viennese Pastry	Tuesday, 4am-12am
	France	Thomas <b>PLANCHOT</b>	Viennese Pastry	Monday, 6am-2pm
	France	Christophe <b>DEBERSEE</b>	Artistic Piece	Sunday, 4am-12am
	Italy	Armando <b>GUERINI</b>	Artistic Piece	Tuesday, 4am-12am
	United States	Dara <b>REIMERS</b>	Artistic Piece	Tuesday, 6am-2pm
	Netherlands	François <b>BRANDT</b>	Artistic Piece	Sunday, 6am-2pm
<b>2007 Louis Lesaffre Cup</b>	Mexico	Gary <b>SALAZAR SILVA</b>	Bread	Tuesday, 4am-12am
	South Korea	Il-kyun <b>CHUNG</b>	Bread	Saturday, 6am-2pm
	Costa Rica	Roger <b>ALVARADO GRANADOS</b>	Viennese Pastry	Monday, 4am-12am
	Spain	José Joaquim <b>ROLDAN TRIVINO</b>	Viennese Pastry	Saturday, 4am-12am
	Uruguay	Israël Andrès <b>ZELAYES SEGOVIA</b>	Artistic Piece	Monday, 4am-12am
	Spain	Javier Emilio <b>MOLINA BEJAR</b>	Artistic Piece	Saturday, 6am-2pm
<b>Wild Card</b>	Morocco	Abdelah <b>BOULAM</b>	Bread	Monday, 4am-12am
	France	Anthony <b>AURY</b>	Bread	Sunday, 6am-2pm
	Hungary	Robert <b>IZELI</b>	Viennese Pastry	Sunday, 4am-12am
	Algeria	Abdelkader <b>GOUDJIL</b>	Viennese Pastry	Tuesday, 6am-2pm
	Poland	Wieslaw <b>KUCIA</b>	Artistic Piece	Saturday, 4am-12am
	Slovakia	Andrea <b>HORVATHOVA</b>	Artistic Piece	Monday, 6am-2pm

## Testing events that require self-control and perfect physical condition

### 5<sup>th</sup> March sees the start of the competition

The candidates will arrive on 5<sup>th</sup> March, the day before the European show opens.

On Saturday 6<sup>th</sup>, Sunday 7<sup>th</sup>, Monday 8<sup>th</sup> and Tuesday 9<sup>th</sup> March, six competitors from the three categories will perform in succession each day from 4.00am to midday and from 6.00am to 2.00pm. Lots will be drawn in public to determine the competitors' order of play, under the supervision of a bailiff.

Finally, at 11.00am on Wednesday 10<sup>th</sup> March, the first Bakery Masters winners will be announced.

During these few days, tension will be high and the body will be subjected to enormous stress. Competing in an event like this requires real psychological and physical preparation.



## Creative spirit and impeccable professional technique

Each candidate will have all the equipment and the flours, yeasts and everyday raw materials he or she needs. Those who wish to use specific equipment and ingredients must submit a list to the Organising Committee.

The tests will last for eight hours and will be preceded by two hours' preparation the day before, except for the Artistic Piece category where candidates will be allowed three hours' preparation.

### Bread category

In addition to the baguette, the essential product, sandwich loaves form part of the tests as an international product. The organisers have also opened the competition to two free choice of bread and one that is typical of the competitor's country so the latter can give free rein to their imagination. Finally, a new concept, an improvised bread will allow the jury to judge the adaptability, reactivity and creativity of each candidate.

### Viennese Pastry category

Here again, there are new ideas to differentiate the Bakery Masters competition. In addition to brioches, croissants and pains aux chocolats, imagination will be required, with three free choice Viennese pastries and one that is typical of the competitor's country. Finally, as with the loaves, in another test to find the outstanding candidates, they will compete to produce an improvised viennese pastry.

### Artistic Piece category

With a totally new production method, the Artistic piece has also been resized to give it added volume.

The candidates' work will be divided into two sections:

- one section carried out ahead of the competition, with no time restrictions. It should cover the 12 months of the year in 12 tableaux produced without any framework, non-food support or synthetic glue,
- one section produced during the competition and within the given time, on the theme of "A festival in your country". The work will include at least four doughs and one quarter must be made with fermented bread dough. During this test, the candidates must combine creativity, artistic research, and demonstrate their architectural talents: the overall piece will reach a height of 2 metres!

# An impartial international jury

## Peter Becker, a distinguished honorary president

The 2010 Bakery Masters competition is proud to welcome Peter Becker as Honorary President.

"Today, we are competing to attract the best young talent, the Master Bakers of tomorrow, who will keep our traditions alive and drive our profession forward," he says. "Competitions are an excellent way of rewarding achievement and promoting the qualities of a trade".

Through the media, the Bakery Masters will show consumers around the world the pride, passion and professionalism of the baking community. "Just like with the Olympics, the winners become role models that young people can look up to and aspire to follow".

As Honorary President, Peter Becker sees his main task as ensuring that the jury remains fair and objective. While it is relatively straightforward to judge quantifiable aspects such as weight and consistency, texture, taste and artistic form are clearly more subjective. "We must keep an open mind and vote for what is best rather than what is our favourite".

Peter Becker expects a tough competition. "We will see a fantastic mixture of traditions and techniques from different countries which will make it very difficult to judge," he concludes. "I'm sure we will also see some surprises!"

## About Peter Becker



Peter Becker is a highly-respected and influential figure among bakers, working tirelessly to further the interests of the profession.

He began his career in finance and economics before returning to the family baking tradition, becoming a Master Baker in 1978. Peter Becker is still a practising baker in Hamburg (Germany), where he owns and runs four bakeries.

Peter Becker became President of the German Bakers' Association in 2000 and President of the International Union of Bakers (UIB) in 2008. He travels the world to represent the cultural, economic and social interests of the association's members.

## Renowned experts

The jury will be composed of a Chairman, seven members, the jury Manager Christian Vabret, Meilleur Ouvrier de France, and a distinguished Honorary President, Peter Becker, head of the International Bakery Union.

The seven members, responsible for judging and marking, are experts in the profession, known and recognised in the business. The jury Chairman and members are appointed by the Bakery Masters Organising Committee.

In order to ensure that the tests are judged in a totally impartial manner, jury members are chosen from the countries that are not in competition. They do not know each other and they have no personal or professional connection with the competitors. Furthermore, the composition of the jury will remain secret until the competition.

“ In my position as jury Manager, I do not give marks”, points out Christian Vabret. “I am responsible for applying the rules, for the spirit of the competition, and I make sure that each jury member has all the elements needed to make a judgement. While I am the only person who knows the composition of the jury at present, I ensure that the neutrality of these experts is respected in every aspect before and during the tests. The credibility of the Bakery Masters depends on it.

”

## Objective judgements...

The bread, Viennese pastry and artistic piece will be described in an explanatory booklet when the final presentation is made to jury members.

The bread will mainly be marked on their weight, volume and length, their appearance, the texture of the soft inside, the evenness of the product and its look. And, of course, its taste.

The Viennese pastry will chiefly be judged according to the same criteria.

As for the artistic piece, it proves that bread can be an artistic subject and gives the competitors the chance to show that this food can be a real source of inspiration. In this context, it will be marked on originality, artistic quality, technical difficulty, harmony, finish and the use of different doughs (for the part produced during the competition).

## And a desire to be surprised

“In addition to the basic marks in the three categories, our main criterion in judging will be originality”, declares Christian Vabret. “At this level of competition, everyone will be on the same technical level, so the competitors who stand out will be those who succeed in surprising us”.



## Sponsors of worldwide renown

### Lesaffre, exclusive official partner of the Bakery Masters

Partner of bakers on all five continents, Lesaffre conveys the fundamental values of baking which it helps to develop thanks to its products. The company thus assists all those who cultivate talent, know-how and the desire for excellence. With this aim, it provides backing and support to leading competitions all over the world, those it has not set up itself.

The Bakery Masters is a direct descendant of these competitions in which Lesaffre is involved (Louis Lesaffre Cup, the Bakery World Cup). Therefore, when it is a question of highlighting the greatest bakers, Lesaffre takes up the challenge and provides the resources to organise the event and help the professionals to practise and improve their skills.

### About Lesaffre



A financially independent family group, established in over 190 countries, Lesaffre has developed genuine expertise in the fermentation process.

Lesaffre is now a world leader in yeast, bread-making ingredients and yeast extracts. It offers products and services adapted to the specific requirements of its different markets: bread-making; food and nutrition; alcohol and biofuels; nutrients and biotechnologies.

Since 1853, Lesaffre has combined closeness and professional contact with bakers. This has led to the setting up of around twenty Baking Centers across the world. These expert bread-making centres are equipped for demonstration, training and research. They enable bakers to share their know-how, participate in the development of the profession and perfect new baking techniques.

A few figures:

- a turnover of over 1 billion euros in 2008
- over 6,500 employees
- one hundred companies spread over more than 190 countries
- thirty production sites on all 5 continents
- 25 Baking Centers



## EKIP “Les Équipementiers du Goût”, in the front line to equip the Bakery Masters

The professional union EKIP “Les Équipementiers du Goût” is the founder and owner of the Européen show, so it was a logical step for it to be associated with the Bakery Masters.

EKIP “Les Équipementiers du Goût” is first of all responsible for all the necessary logistics: fitting out a fully-equipped space in the heart of the show, providing water and electricity... The professional union also provides each competitor with all the required equipment to compete under optimum conditions. This means a total of 140 appliances, tools and utensils, from spiral mixer to teaspoon. The aim is for each competitor to have a wide range of resources and high-level technical equipment available, similar to what he or she might find in a bakery.

“The members have chosen the best for the best, providing them with the most relevant equipment to help them surpass themselves” stresses Patrice Mora, President of EKIP “Les Équipementiers du Goût”.

### About EKIP “Les Équipementiers du Goût”

EKIP “Les Équipementiers du Goût” is a union that represents French bakery-pâtisserie equipment manufacturers, both in France and abroad. Its members export 40% of their equipment.

The union is responsible for promoting the profession, forging a network of links with all the partners in the wheat-flour chain: cereal producers, millers, ingredient manufacturers, craft and industrial bakers and pâtissiers, as well as retailers.

EKIP “Les Équipementiers du Goût” was behind the development of European hygiene and safety standards governing bakery and pâtisserie equipment. It helps to encourage the dissemination of French bakery-pâtisserie teaching and know-how in France and abroad, particularly through the France Formation Export (FFE) association, which it set up and which groups together the eleven largest French bakery-pâtisserie schools.

In addition to the EUROPAIN show, the union started the National Bakery-Pâtisserie show which is held alternately with the EUROPAIN show.





La Confédération Nationale de la Boulangerie et de la Boulangerie-Pâtisserie Française  
(The National French Confederation of Bakery)

Thank the following for their support



## Three “Master Bakers” among the 24 greatest bakers in the world

### Changing the image of the profession

Being named a “Master Baker” in the bread, Viennese pastry or artistic piece categories will of course be an envied title throughout the profession, all over the world. However, this title will first and foremost convey a strong message to the general public and to all those who rub shoulders with this profession.

Bakers are by definition discreet, humble professionals. The fact of putting this profession under the spotlight will help to develop and promote its image.

By taking part in the Bakery Masters competition, these bakers are not seeking glory. What they want is recognition for a noble profession, worthy of interest, and the chance to share the taste of good bread.

### A title that opens up a new future

A title is only worth what you make of it. While it can open doors and facilitate contacts, each person exploits it depending on his or her temperament. The Bakery Masters competition was created to enhance the value of an entire profession.

In this spirit, the organisers hope that all the winners will become involved in their own manner. Teaching in schools, becoming consultants, developing the profession, passing on their passion, getting together with other bakers to further the profession... there are a thousand and one ways to open up new paths.

The age-old bakery profession has a future, and it is in the hands of all those



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