



Press release n3 - 19th January 2018

Masters de la Boulangerie

INSPIRE TODAY, CREATE TOMORROW

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ON THE FINAL STRAIGHT FOR THE MASTERS!

T-15

The countdown has begun: T-15 before the official opening of the eagerly awaited Masters de la Boulangerie! Inspired and fired up, the 18 candidates from across the world are still training flat out for their attempt to win the competition's Holy Grail – the honorary title of 2018 World Master Baker. Make a date on the 3rd February, in Paris – for an exceptional competition, an outstanding jury and unique, original events!

From 3rd to 6th February, during the Europain show, see masterful challenges. Discover talented men and women, imagine the bakery of tomorrow - prepare to be dazzled! Welcome to the inspiring and innovative world of the 2018 Masters de la Boulangerie.

They are passionate, experts, artists and pioneers... These **18 candidates** will compete in **3 specialities**.



Chung-Yu
HSIEH
Taiwan



Yoji
SEGAWA
Japan



Marcus
MARIATHAS
Canada



Peter
BIENEFELT
The Netherlands



Dean
TILDEN
Australia



Osman
GÜNDÜZ
Turkey

NUTRITIONAL BREAD MAKING



Jeffrey
DE LEON
USA



Yu-Chih
CHEN
Taiwan



Déborah
OTT
France



Alan
DUMONCEAUX
Canada



Anna
GRIBANOVA
Russia



Gastón Alejandro
MIÑO
Argentina

GOURMET BAKING



Yong-Joo
PARK
South Korea



Peng-Chieh
WANG
Taiwan



Bin
ZHOU
China



Eduardo
BELTRAME
Brazil



Jacob
BAGGENSTOS
USA



Santaram
MANEERAM
Mauritius

ARTISTIC BREAD MAKING

Experts in international baking, visionaries... **5 jurors**, under the aegis of their president Johan Sorberg, will select the best bakers in the competition.



President of the jury

JURY

Themed around "Sharing and The Future", **original events** are dotted throughout the competition:

- Product show: a completely new format centred around a spoken product presentation, in response to the challenges faced by candidates: "Bake & Dine", "Creation & Innovation" and "The Art of Dough".
- Innovation Focus: Flagship innovations from the competition's sponsors.
- Tips 'n' Tricks: the candidates' tips and tricks revealed by our technical presenters, Pierre Zimmermann and Jimmy Griffin.
- Spotlight on the Future: an original event staged by the Young Bakery Hopefuls, those young bakers discovered during the Louis Lesaffre Cup. They will present to us their vision of baking in 2040.

ZOOM /// SPONSORS

Invested in the profession with conviction and renowned for their high quality products, the 12 sponsors have been quick to reply, "Here!" for this prestigious competition.



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