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# Masters de la Boulangerie

INSPIRE TODAY, CREATE TOMORROW

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## THE 2018 WORLD MASTER BAKERS!

From 3<sup>rd</sup> to 5<sup>th</sup> February, the much-anticipated Masters de la Boulangerie organised by Lesaffre, took place, at the heart of the Europain show in Paris. Artists-experts in international baking, also visionaries and pioneers for their profession, 3 new elite bakers have just been awarded the honorary title of 2018 World Master Baker. Until now, a title held by only 6 of their fellow bakers in the world. Men and women who are writing a new page in the history of baking...



**Déborah OTT**  
France

### GOURMET BREAD MAKING

The first (young) woman to achieve such a title, Déborah was spotted in 2008, as the Best Young Baker in France. She wants to live her passion, and in particular to share it around the world by passing on her know-how. She produces works of art, "jewels" or "haute couture", putting her noticeable and truly feminine stamp on the craft of gourmet bread making.

**Peter BIENEFELT**  
The Netherlands

### NUTRITIONAL BREAD MAKING

5<sup>th</sup> generation of a family of bakers, in 2015 Peter won the Louis Lesaffre Cup Europe in a team, his springboard for the Masters de la Boulangerie. The motto of this father-of-three: "A return to source with a touch of inventiveness". Which can be found in his Bake & Dine challenge, "The Tasty Highlight", an eye-catching bread in a bread that was a visual feast.

**Peng-Chieh WANG**  
Taiwan

### ARTISTIC BREAD MAKING

The son of a baker, Peng-Chieh strives to surpass himself in baking competitions, which "train perseverance and moderate thought". His artistic piece, "Taiwanese Folklore Art", is the bakery expression of his vision. "Perseverance is one of the most remarkable values in our religion."

3 days of competition, 3 days of challenges, 3 intense days... Enter the extraordinary world of this competition - a unique and original bakery competition, with an unprecedented technical level. But, that's not all! It is a new vision of the profession, a live projection into the baking of the future, a first step towards the profession's evolution.

A competition swept along by the impassioned involvement of the candidates and innovative events under the aegis of masterful speakers... It was a first!

**Déborah OTT** has been supported during her preparation to the competition by Lesaffre, Bongard et Distribinox and through the lens of photographer Jean-François BOHLER, under the aegis of her coach **Xavier HONORIN**.

**Peter BIENEFELT** has been supported during his preparation to the competition by Rademakers Hoofspans, Nbov, Koopmans, Zeelandia, Sonneveld, Spronk, Bake Plus, Beko Nederland, Hateso Nederland at Le Nouveau Chef, under the aegis of his coach **Hans SOM**.

**Peng-Chieh WANG** has been supported during his preparation to the competition by TAIPEI Bakery Association, UNI - President enterprise corporation, Shakespeare Bakery, Wu Pao Chun Bakery, Taiwan Baking Competition Council, under the aegis of his coach **Wu Pao CHUN**.



## The 2018 World Master Bakers Challenges



**Peter BIENEFELT**  
The Netherlands

**NUTRITIONAL BREAD MAKING**



### Bake & Dine Challenge Bread takes center plate: "Tasty Highlight"

A multi-flavoured bread that dresses and completes a laid table, to arouse guests' curiosity.



### Creation & Innovation Challenge Wow factor bread

A singular concept, with unique flavours and appearance; A bread that stimulates the mind and the senses.



**Déborah OTT**  
France

**GOURMET BREAD MAKING**



**Bake & Dine Challenge**  
The Viennese pastry dessert: "Ice bakery"  
A crunchy cone, elegantly rising out of apple petals and filled with rhubarb... underscored with a superb pink colour, synonymous with passion and love, dressed with raspberry syrup.



**Creation & Innovation Challenge**  
The Wow factor Viennese pastry: "The Parisienne"  
A brioche with passion fruit cream... and also – a female bust, enrobed in lace, which evokes the French era of Parisian cancan evenings.



**Peng-Chieh WANG**  
Taiwan

**ARTISTIC BREAD MAKING**

### Art of dough challenge

The multi-coloured spectacle of the General and his officers is one of the best-known celebrations in Taiwanese religious art. The battle crown, the make-up, the touches of gold and the decoration, the drum and the trident have been painstakingly reproduced. Without forgetting the use of Taiwanese fruits like lychee and rose. A section of the piece was for tasting... revealing its flavours of prune and flowers.





## « SPOTLIGHT ON THE FUTURE »



This original and unique event is at the core of the competition's theme. Two of the Young Bakery Hopefuls finalists (competition initiated during the Louis Lesaffre Cup), Raquel LOPEZ – Spain and John REMINIS – Australia, presented their vision of baking in 2040 on three key topics:

- the environment
- societal evolution
- the digital revolution

Interviewed by our technical experts Pierre Zimmermann and Jimmy Griffin, globally recognised masters of international baking, these young bakers shone a completely new, visionary and original light on the profession. Each day the crowds grew - and grew more attentive. A modern, for which read proactive, way of approaching their profession and its evolution, and which places consumers at the heart of it all.

"The future belongs to the early birds", isn't that the proverb? Our young bakers understand that perfectly.

## THE SPIRIT OF THE COMPETITION, "ANOTHER VISION"

When a coach becomes a mentor more than a trainer, when a candidate cries tears of delight at having surpassed themselves, when the public proclaims their admiration in front of mind-blowing creations, when a "taster" thinks "dessert and tasting" while eating a piece of bread... well, then we are witnessing a real turning point in the baking profession!

By attributing 40% of the decisive and final scores to novel and differentiating challenges, the Masters de la Boulangerie competition highlights inventiveness, exploration, risk taking and the element of surprise to offer a 360° vision of the profession.

Today, the World Master Baker title is much more than a trophy. It is the commitment of one man or one woman to pass on their passion, their vision and their know-how to future generations to promote the profession from a new point of view.



## THE VISIONARY JURY



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

The others also proved themselves. In particular, they distinguished themselves with the following products:

## NUTRITIONAL BREAD MAKING



**Bake & Dine challenge "Chicken and Corn bread"**  
Dean Tilden, Australia

A bread that is not a bread, but that is made of bread, and which offers many texture profiles. A revisited version of the traditional French Vol au Vent.

**Creation & Innovation challenge « Sultan of breads »**  
Osman Gündüz, Turkey

In addition to its high nutritional value, based on the natural sugars and fats from fruits and nuts, this half-pâtisserie/half-bakery creation was inspired by the designs of Tel Kayadif and Tulip, traditional Turkish images.



**Bake & Dine challenge « Bread rising »**  
Marcus Mariathas, Canada

This bread, composed of two original and distinct recipes, in the shape of a phoenix, symbolises bread's renaissance. The aim was to restore bread's starring role at the centre of the table.

**Bake & Dine challenge « Tastes of the land »**  
Chung Yu Hsieh, Taiwan

A crusty bread, covered in quinoa grains and filled with beef and vegetables, for all lovers of savoury snacks with a difference and sandwiches which are not really sandwiches.



**Creation & Innovation challenge**  
Yogi Segawa, Japan

A rich taste of stout, the scent of toasted sesame, a nutty texture, cut through with the taste of raisins, the appetising smell of butter, all in a bread inspired by mille-feuille.



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## GOURMET BREAD MAKING



**Bake & Dine challenge « Crispy Chocolate and Dulce de Leche »**  
Gastón Alejandro Miño, Argentina

A Dulce de Leche (sweetened milk) fermented dough, on a crunchy chocolate base with a Dulce de Leche centre and crust of crunchy grains... a subtle combination of textures.

**Bake & Dine challenge « Home style hotpot »**  
Anna Gribanova, Russia

This product's originality lies in its filling, prepared with beef, potatoes and onions; a simple, traditional "village" dish, in a creative design.



**Creation & Innovation challenge « S'more brioche »**  
Jeffrey De Leon, USA

Inspired by a childhood dessert, this brioche evokes the warmth of a campfire under a moonlit sky, in the shadow of a Sequoia tree on a summer's evening... Characterised by a mix of honey-flavoured crackers, roasted marshmallows and chocolate.

**Bake & Dine challenge « Nautilus »**  
Yu-Chih Chen, Taiwan

An edible – and healthy – tour of the world with underwater flavours! Discover beetroot, rich in essential minerals; pineapple, with its digestive properties; honey, with healthy amino acids; and passion fruit with its medicinal benefits.



**Bake & Dine challenge « Earthly Goodness »**  
Alan Dumonceaux, Canada

In this stunning cornet, a mix of brioche with basil and sweet potato, lifted with a prune pastry. Crowned by a tasty cookie with dried fruit and mushrooms, with a hint of rosemary.

The others also proved themselves. In particular, they distinguished themselves with the following products:

## ARTISTIC BREAD MAKING



**Artistic piece « Dance & musical Instruments of Hwang Jin-Yi from Joseon Dynasty »**  
Yong-Joo Park, South Korea

Hwang Jin-yi was a stunning poet and talented artist, who marked the Joseon dynasty. This piece shows her as a glamorous artist, created in subtle shades that underscore her immense beauty.

**Artistic piece « Festa do Senhor do Bonfim »**  
Eduardo Beltrame, Brazil

This important annual, popular festival in El Salvador showcases the Bahianaise, the women from Bahia, who for the occasion dress in a white top, a turban and a long skirt. They traditionally dance and sing while sprinkling the church steps with scented water.



**Artistic piece « Boston tea party : The birth of Nation »**  
Jacob Baggenstos, USA

The Boston Tea Party was one of the key and deciding events in the War of Independence in the United States. To respond to the tax imposed by the British on tea, a group of insurgents sank a transport ship in Boston harbour.

**Artistic piece « Spring Festival »**  
Bin Zhou, China

Once a year, the Spring Festival, is one of the most fabulous and important carnivals in China. This piece recreates all the elements of this celebration: the couplets, the fireworks, paper ribbons hung from windows, the drums, the breads decorated with fish...



**Artistic piece « A new life ahead »**  
Santaram Maneeram, Mauritius

Animated by the diversity of religions among Mauritians, the island is coloured by the various festivals that bring together the inhabitants, including the one highlighted by this piece that showcases the abolition of slavery. A piece based on numerous investigations into the island's history.



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