



INSPIRE TODAY, CREATE TOMORROW

PRESS PACK

2018 MASTERS DE LA BOULANGERIE

INSPIRE TODAY CREATE TOMORROW

From 3rd to 6th February 2018

Europain Show - Paris-Nord Villepinte - France



JANUARY 2018

COMPETITION PROGRAMME

Saturday

3rd

February 2018

Nutritional Bread Making

4.30 / 12.30 Mr Chung-Yu HSIEH (Taiwan)
5.30 / 13.30 Mr Marcus MARIATHAS (Canada)

Gourmet Baking

4.30 / 12.30 Mr Jeffrey DE LEON (USA)
5.30 / 13.30 Mme Anna GRIBANOVA (Russia)

Artistic Bread Making

4.30 / 12.30 Mr Santaram MANEERAM (Mauritius)
5.30 / 13.30 Mr Bin ZHOU (China)

Sunday

4th

February 2018

Nutritional Bread Making

4.30 / 12.30 Mr Osman GÜNDÜZ (Turkey)
5.30 / 13.30 Mr Dean TILDEN (Australia)

Gourmet Baking

4.30 / 12.30 Mr Yu-Chih CHEN (Taiwan)
5.30 / 13.30 Mme Déborah OTT (France)

Artistic Bread Making

4.30 / 12.30 Mr Yong-Joo PARK (South Korea)
5.30 / 13.30 Mr Jacob BAGGENSTOS (USA)

Monday

5th

February 2018

Nutritional Bread Making

4.30 / 12.30 Mr Yoji SEGAWA (Japan)
5.30 / 13.30 Mr Peter BIENEFELT (The Netherlands)

Gourmet Baking

4.30 / 12.30 Mr Alan DUMONCEAUX (Canada)
5.30 / 13.30 Mr Gastón Alejandro MIÑO (Argentina)

Artistic Bread Making

4.30 / 12.30 Mr Eduardo BELTRAME (Brazil)
5.30 / 13.30 Mr Peng-Chieh WANG (Taiwan)

PROGRAMME of EVENTS

Saturday

3rd

February 2018

11H

Opening ceremony

12H00-14H00

Tips'n'Tricks

14H00-14H30

Innovation Focus

14H45-17H00

Product Show

Sunday

4th

February 2018

10H30-11H45

Spotlight on the Future

12H00-14H00

Tips'n'Tricks

14H00-14H30

Innovation Focus

14H45-17H00

Product Show

Monday

5th

February 2018

10H30-11H45

Spotlight on the Future

12H00-14H00

Tips'n'Tricks

14H00-14H30

Innovation Focus

14H45-17H00

Product Show

Tuesday

6th

February 2018

10H15-11H30

Spotlight on the Future

11h30-12H00

Innovation Focus

12h30

Awards ceremony

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INSPIRE TODAY CREATE TOMORROW

Inspire Today...

The exceptional, international Masters de la Boulangerie competition sees the bakery elite compete, which gives the profession prestige and projects it into the future.

Create tomorrow...

During their training, and the competition cycle, the Masters de la Boulangerie candidates have acquired rare and unique international bakery skills. Through the competition, these men and women will share with bakers around the world the fruits of their research, their ideas and reflexions – and also their passion. Modern baking is in their hands!

The Masters de la Boulangerie, part of a complete four-year competition cycle, brings together the profession's best candidates to award the prestigious and highly sought after "World Master Baker" title.

From 3rd to 6th February 2018, in Paris, go behind the scenes of tomorrow's bakery profession for three days of intense competition, stunning bakery creations and innovative technical prowess.



A UNIQUE AND EXCEPTIONAL COMPETITION

The profession's international elite will come together during the 2018 Europain show for the Masters de la Boulangerie, a unique and exceptional global competition. After 4 years of team competitions for the Louis Lesaffre Cup, then the Coupe du Monde de la Boulangerie, only 18 candidates from the four corners of the world, motivated by their passion and their burning desire to win, now have the privilege to take part in this prestigious competition as individuals.

Building on today's bakery profession to support it towards its future

More than a competition, the Masters de la Boulangerie is a real catalyst for talent and a platform providing global visibility for the bakers. The candidates, with their extraordinary levels of expertise, will need to surpass themselves in the exacting challenges to try to win the ultimate title of World Master Baker in one of the three specialities: Nutritional Bread Making, Gourmet Baking and Artistic Bread Making. Above and beyond their technical prowess, the Masters de la Boulangerie competition will push them to raise themselves up and project themselves into the future to leave an innovative and new mark on the bakery world.

To showcase creativity and innovations to inspire

More than a competition, the Masters de la Boulangerie is an invitation to imagine tomorrow's bakery profession in a different light:

- a place for the global elite to meet, where the candidates are pioneers for the profession and their coaches are educators who help them reach even higher levels,

- a demanding challenge where rigour, professionalism and know-how are audaciously shaken up to release creativity and innovation,
- a showcase for the profession under the expert eyes of a visionary jury who are particularly attuned to new ideas.

To energise the profession to drive new trends

More than a competition, the Masters de la Boulangerie knocks down pre-conceived ideas. Presented with the prestigious and rare title of World Master Baker, the winning baker, stimulated by the competition's high stakes and challenges, is an exceptional, modern, groundbreaking baker, who knows how to pass on their know-how, how to inspire and how to make their mark on tomorrow's bakery profession.

Rigour, professionalism and know-how are audaciously shaken up to release creativity and innovation.

THE MASTERS DE LA BOULANGERIE VALUES

An extraordinary level of expertise, multiple layers of know-how bursting with passion and original techniques, innovative bakery creations, the excellence of the finest professionals unveiled to bakers around the world – the Masters de la Boulangerie defends with conviction the values for the profession's future.

Expertise, the competition's DNA

The competition is arduous, tricky and tough. The candidates are faced with new challenges, which require them to expand their expertise even further. In front of them, a hand-picked jury intent on selecting the best candidate in a speciality by evaluating the products according to ever more exacting criteria. Expertise is the competition's building block and part of its very DNA.

Thinking outside the box,
testing, exploring,
trying, astounding

Creativity and Innovation at the heart of the competition

Thinking outside the box, testing, exploring, trying, astounding... In the Masters de la Boulangerie, the candidates are encouraged to imagine the baking of tomorrow, to find new and innovative solutions to create their most extravagant ideas. This unique competition showcases inventiveness as much in product creation as in organisation, the use of new tools and professional practices. As such, it offers a 360° vision of the modern bakery profession.

Transmission and Inspiration above and beyond the competition

Ahead of their time, the World Master Bakers, honoured with their prestigious title and recognised by the profession, are the "next generation" experts. They can pass on their know-how and tips, with a view to promoting the profession. More than a title, the World Master Baker is a commitment to pass on knowledge.



WORLD MASTER BAKER, MORE THAN A TITLE, A KEY TO THE FUTURE

It's the Holy Grail of the Masters de la Boulangerie competition... The prestigious World Master Baker title, to this day held by only six bakers in the world! The February 2018 competition will write a new chapter in the Masters de la Boulangerie story – an important one...

In 2010

- Pao-Chun WU (Taiwan - Bread),
 - Thomas PLANCHOT (France - Viennese Pastries)
 - François BRANDT (The Netherlands - Artistic Piece)
- were the first World Master Bakers to climb the winner's podium.

In 2014

- Yuki Nagata (Japan - Bread)
 - Hakan Johansson (Sweden - Viennese Pastries)
 - Antoine Robillard (France - Artistic Piece)
- shone brilliantly to win, in their turn, this honoured title.

Since then, these six talented bakers have employed their name and their talent as a vehicle to share their ideas, techniques and their passion around the world. Because, more than a trophy, the World Master Baker title highlights the profession's elite and enables each winner to share their experiences and to inspire their colleagues.



created by the MACHERET foundry
(Montfort-Le-Gesnois - 72, France)

With this wealth of qualities, the 2018 World Master Baker is a pioneering opinion leader, a source of inspiration, a groundbreaker who knows how to pass on their know-how.

THE CANDIDATES, PIONEERS IN THEIR PROFESSION

In February 2018, 18 candidates will take risks to try to win the World Master Baker title in their speciality. Among them, 12 have been selected on the best scores obtained as individuals during either the Louis Lesaffre Cup and/or the Coupe du Monde de la Boulangerie, 6 were chosen for their promising potential.

They will compete in one of the competition's three specialities: Nutritional Bread Making, Gourmet Baking and Artistic Bread Making. They are the best bakers in the world, but not only for their technical baking prowess. A candidate at the Masters de la Boulangerie is a modern baker, a leader inventing tomorrow's bakery profession.

Multi-faceted experts

The Masters de la Boulangerie candidates do not need to prove their expertise or high level of technical prowess. These men and women have come through four years of prestigious international competitions, excelling in the creation of products in their speciality or in the creation of their artistic piece.

So, the Masters de la Boulangerie challenge far surpasses technique. The competition pushes each candidate to explore all facets of their profession, with a 360° view on their work to develop their techniques – to develop their potential, to source inspiration to raise the level of their creations, to communicate their experiences and successes, to pass on their know-how, to make a successful sales pitch and to project themselves into the world of tomorrow.

The modern baker is an artisan, a creative artist, a communicator, a guide, a consultant, an accomplished businessperson and also forward thinking.

With a 360° view
on their work

Candidates inspired by a unique competition

Ultimately, the Masters de la Boulangerie competition engages and offers a convincing vision of the profession's future.

The Bread, Viennese Pastries and Artistic Piece categories have thus evolved into bread making specialities. This enables greater diversity, in the expected creations, to respond to local, cultural, economic and dietary developments. As such, new challenges and innovative requirements have been introduced into the programme of creations to correspond to the contemporary aspect of the 2018 competition. The expected level will inevitably push the candidates to leave their comfort zones.



THE COMPETITION AND ITS SPECIALITIES

The Masters de la Boulangerie competition, organised by Lesaffre, marks the final stage in a team competition cycle over three years, comprising the 2014-2015 Louis Lesaffre Cup and the 2016 Coupe du Monde de la Boulangerie. Selected on the basis of the best scores obtained or for displaying the best potential, these 18 experienced candidates will compete in one of the three following specialities: "Nutritional Bread Making", "Gourmet Baking" and "Artistic Bread Making".

In each speciality, six candidates will be evaluated as much on technique as on sales and marketing, communications, economic factors and even on the social and environmental responsibility linked to bread making. To this end, the Organising Committee has established a new approach to the specialities with compulsory products and also challenges linked to evolutions in baking and the profession's future, in which the candidates must surprise with their creativity and ingenuity.

Challenges linked
to evolutions in baking
and the profession's future



Reworked specialities based on a more innovative concept of the profession

Nutritional Bread Making



It is no longer enough to simply talk about bread. It is now a case of the broader spectrum of bread making that meets an ever-expanding list of requirements. Over time, a vast and diverse range of bread has developed in response to a variety of geographical constraints or cultural specifics. To this end, the Masters de la Boulangerie competition is determined to highlight the multiplicity of "world breads". As well as traditional French-style baguettes and breads, the bakers must excel in the mastery of leavened breads and also corn bread, rye bread and even Polar bread!

Gourmet Baking



This is all about gastronomic delights and pleasure because we are talking about Viennese pastries! Today, there is no longer simply a need for nourishment, there is also a desire to bring an element of passion into the food on offer, which is constantly evolving. Above and beyond iconic croissants, pains au chocolat and brioches, bakers tackle Estonian Kringle, as well as Italian Pandoro, Croatian Povitica and Mexican Conchas!

Artistic Bread Making



Although each loaf of bread or every Viennese pastry can result in a work of art, this speciality represents all the contribution that bread making can make aesthetically in the artistic domain. It is a 360° creation, which must soar to between 1.5m and 1.6m, with a diameter of 1m to 1.1m! For this edition, the focus is on local factors with a compulsory theme: "Symbolise a regional and historical scene of celebration, which has significant meaning in your country, in its setting". This entire piece must

be edible and the Organising Committee has even introduced a 'taste quality' criteria in its scoring grid to evaluate this work of art's organoleptic value.

New for 2018: unexpected product challenges

How to force the candidates out of their comfort zones? Launch new challenges for them! This new approach pushes the candidates to surpass themselves, to create and innovate, to imagine bread making that stands out, to raise the bakery profession above and beyond what is required.

THREE CHALLENGES FOR NUTRITIONAL BREAD MAKING

- International expertise: compulsory breads and typical breads from the country of the candidate
- Création and Innovation: "Bread in all its forms"
- Bake & Dine: "Dishing up bread"

THREE CHALLENGES FOR GOURMET BAKING

- International expertise: compulsory Viennese pastries and typical Viennese pastries from the country of the candidate
- Création and Innovation: "The Anti-Conformist"
- Bake & Dine: "A Viennese dessert"

ONE CHALLENGE FOR ARTISTIC BREAD MAKING

- The Art of Dough: three-dimensional visual expression of a cultural theme



FOR EXCEPTIONAL CANDIDATES AN EXCEPTIONAL JURY

Recognised expert bakers and visionary professionals, the Masters de la Boulangerie jury members are so much more than 'evaluators' because they are steeped in the competition's strong values and resolutely turned towards the profession's future. Key players within the competition, the jury members will, in turn, intervene in the product presentation show to question the candidates on the challenges they have been set.



An exceptional jury for experienced candidates

Selected for their high level of competency and their open-minded attitude, the Masters de la Boulangerie jury is made up of five members from different countries to those involved in the competition.

To evaluate bakers at this level,
Their impartiality is paramount,
Their open-minded attitude
is essential,
Their expertise is indispensable.

Under the aegis of president **Johan SORBERG** (Sweden), 5 jurors, all professionals of international renown, will have the delicate task of selecting the best in their speciality.

- **Wayne CADDY** (Great Britain)
- **Josef SCHROTT** (Austria)
- **Moïses CARMONA** (Costa Rica)
- **Josep PASCUAL** (Spain)
- **William WONGSO** (Indonesia)

The jury must "score" the candidates not only on their creations, but also on their capacity to project themselves into the future, to innovate, to evolve the bakery profession, to think outside the box, to astonish.

It is up to this jury to interact with the candidates to understand their approaches, share their reflexions and argue their assessments.

An honorary president who supports the competition's new direction

Christian VABRET, Meilleur Ouvrier de France and Creator of the Coupe du Monde de la Boulangerie will also be part of this great competition.

His role is to guarantee the coherence of the competition cycle - Louis Lesaffre Cup, Coupe du Monde de la Boulangerie, Masters de la Boulangerie. To this end, he has welcomed with open arms the new aspects introduced into the 2018 edition of the Masters de la Boulangerie.

THE JURY



President
of the jury

Nowadays, the only way for baking to cater for changing eating habits is to reinvent itself. To achieve this, it is essential that bakers offer a large range of products. They must know how to listen to their customers. They must know how to create and innovate to offer enticing products. They must pass on their know-how to their team and engage in sales and marketing. All this is only possible if they have an extensive skills set. The Masters de la Boulangerie explores all the facets of modern baking. To arrive at the competition with the required level of expertise requires training that is a challenge in itself. I cannot wait to see these exceptional bakers!

Johan SORBERG

The Masters de la Boulangerie showcases, among other things, gourmet baking. This is not convenience, snack food. This is the bakery profession's high quality offering, which is a cut above - bread is no longer an accompaniment but becomes the dish!

As President and Founder of the Ecole Française de Boulangerie et Pâtisserie (French School of Bakery and Pâtisserie) in Aurillac, I have developed, in partnership with the Institut Paul Bocuse, a 'CAP Cuisine' vocational qualification. This new, high quality, course's place in the heart of the school will enable me to take gourmet baking to even greater heights.

Christian VABRET

THE NUTRITIONAL BREAD MAKING CANDIDATES



A modern baker is an adventurer!

For me, a modern baker must be an adventurer, constantly searching for new tastes. He creates dreams and gives pleasure to people.

Chung-Yu HSIEH (Taiwan)

Adapting tradition to modern day life

I am especially keen on working with textures to break the image the Japanese have of European bread being heavy and dense.

Yoji SEGAWA (Japan)

According bread its proper status

It is up to us, as bakers, to educate our customers by sharing with them more about our products' qualities. Our future depends on it.

Dean TILDEN (Australia)

A focus on listening to customers

It is up to us, as bakers, to know how to recreate their wishes in our products, and even to go above and beyond...

Marcus MARIATHAS (Canada)

The competitions offer new perspectives

Curious by nature, I have found fulfilment in competitions: I now have a completely new approach to my profession.

Osman GÜNDÜZ (Turkey)

Getting back to basics and wellbeing

Consumers need to be reassured and to associate their wellbeing with what they eat. So, I concentrate on getting back to the roots of baking, with inventive touches to surprise my customers.

Peter BIENEFELT (The Netherlands)

Total number of pieces*

100

Total dough weight (cooked)*

26 kg

Dishing up bread

What becomes of bread when it is no longer the accompaniment to a meal but part of it?

* Per candidate

THE GOURMET BAKING CANDIDATES



Broadening your expertise through the competition

Preparing myself for the competition has made me gather information. It is a long, six-month journey that is broadening my horizons and forcing me to surpass myself.

Anna GRIBANOVA (Russia)

Creation and innovation, two complementary work principles...

To create and to innovate is to understand the limits and know how to go beyond them! These two principles, although different, are nevertheless very complementary.

Jeffrey DE LEON (USA)

The baker is a missionary

The baker is a missionary. He must spread the culture of bread like the gospel, to fire up people's imaginations.

Yu-Chih CHEN (Taiwan)

Quality above all!

It is a point of pride for me to provide my customers with quality products. And, I derive huge pleasure from imagining how they will enjoy one of my creations.

Déborah OTT (France)

To showcase my profession

Bakery must be accorded its proper place in our society. So, my aim is to go as far as possible and to highlight Argentina know-how.

Gastón Alejandro MIÑO (Argentina)

Total number of pieces*

140

Total dough weight (cooked)*

19 kg

A Viennese dessert

Even though it must be quite a creation, it does not mean this is a pâtisserie... a thin line not to be crossed!

* Per candidate

Sharing my know-how is second nature...

Being creative and passionate, and agreeing to share gives the profession the drive it needs to evolve and grow.

Alan DUMONCEAUX (Canada)

THE ARTISTIC BREAD MAKING CANDIDATES



An essential role to play in nutrition

In Korea, bread is similar to European Viennese pastries. I try to gently educate my customers by offering them more balanced products – which still taste delicious.

Yong-Joo PARK (South Korea)

Good to eat...

To create an artistic piece, is to visually recount history... So, if a part of this artistic piece must be eaten, I am in my element professionally. Creating something so beautiful...so beautiful you want to eat it!

Jacob BAGGENSTOS (USA)

Bread is a very fashionable trend

Bread is garnering more and more fans. The art of bread - that is the taste of good things. It is an excellent place to start to develop baking.

Bin ZHOU (China)

When art and taste meet

The introduction of a taste evaluation into the artistic piece is a challenge which suits the reality of customer expectations – the way a product looks must invite them to imagine the subtlety of flavours and pleasure that tasting will bring.

Santaram MANEERAM (Mauritius)

Better adapting to customers thanks to the competition

Taking part in the competitions has contributed to the evolution of my career and has inspired me to better satisfy my customers. Their delight, their smiles are my ultimate reward.

Peng-Chieh WANG (Taiwan)

To boost careers

The profession's image needs to be boosted to show its potential. By taking part in the competition, I am committed to sharing my adventure to create careers and in that way to serve our beautiful profession!

Eduardo BELTRAME (Brazil)

Total number of pieces*

2

Total height of the piece*

1,60m

Tasting the artistic piece

A section of the artistic piece is duplicated, to be tasted and scored on its organoleptic quality.

* Per candidate

THE COACH, STRATEGIC SUPPORT FOR THE CANDIDATE

Because every sportsperson only excels when guided by a coach, it is right that all bakers taking part in the Masters de la Boulangerie are coached! A real boost and a consultant during training, the coach must by turns channel energy, be someone to lean on, be a motivator and a spokesperson to help and represent their candidate at each stage of the competition.

A human adventure beyond professional teamwork

Right at the start of training, the coach and the candidate learn to work together. Strengthened by their knowledge, in both technical aspects and competition experience, the coach drives the candidate to the greatest performances, prepares them, supports them, motivates them, pushes them to their limits, all while sharing their own tips and understanding of the competition. As spokesperson, the coach will then share these adventures and anecdotes during the show's Tips 'n' Tricks event.

The coach will be the candidate's spokesperson during the challenges

So, between the coach and the candidate a real human complicity is woven, a relationship of confidence that goes beyond purely professional lines. Together they reach for the best level of the competition and the coach helps the candidate go the extra mile to win the title.

A mirror for the candidate during the competition

During the competition, the candidate is 200% in the challenges. They must stay focused, watch over timings, manage stress and face the unexpected...

The coach has only one way to show support – with their eyes. They cannot intervene during the competition. However, they are the candidate's spokesperson to showcase the latter's work, to shine a light on their choices and share with the public their mutual experience.



THEMED EVENTS: "SHARING AND THE FUTURE"

To harmonise this blossoming array of challenges, new additions, explanations, modernity, transmission, creations and innovations, the Masters de la Boulangerie Organising Committee have put in place programme of original events.

Between the opening ceremony and the results ceremony, the public can enjoy events designed to reveal and share the expertise employed during this competition. High-quality product shows, specific technical focuses, forecasts about future baking...

Tips'n'Tricks

Two technical presenters - Jimmy Griffin and Pierre Zimmermann no less! – on a mission... To reveal the tips and tricks developed by the candidates to succeed in this competition's challenges. The passing on of knowledge in its purest form!



Spotlight on the Future

This original event is at the heart of the competition's objective. Selected from the Young Bakery Hopefuls finalists (competition initiated during the Louis Lesaffre Cup), 3 young bakers will take up the challenge to present their vision of baking in 2040 in terms of three key subjects:

- The environment,
- The evolution of society,
- The digital world.

A unique, must-see event!





Product Show

During the “product show”, the candidates will undertake a proper oral defence in front of the jury. This crucial and significant moment in this 3rd edition of the Masters is a chance for jury members to question the candidates in order to challenge them on their capacity to drive new trends.



Innovation focus

The competition sponsors will present their latest innovations.



THE MASTERS DE LA BOULANGERIE WILL TAKE YOU BEHIND THE SCENES WITH THE PROFESSION'S GREATEST ARTISTS!

Because bread making is a story told with men and women who share their emotions, their know-how, their secrets and techniques, their meticulous movements and their fantastic tips, the Organising Committee will reveal the competition's backstage news on social media*, live and on replay.

* Contact details for our digital platform on the back of the press pack.



A THIRST FOR KNOWLEDGE

For this long-awaited competition, two technical presenters - exceptional ones no less! - are committed to revealing the tips and tricks developed by the candidates. A daily invitation to enjoy behind-the-scenes secrets – and the passing on of know-how in its purest state!

Pierre Zimmermann

Jury President – 2014-2015
Louis Lesaffre Cup

Pierre has his feet in Chicago and his heart in Alsace... An Alsatian master baker, he carries on the family tradition passed down through four generations. In 2010, he even exported it to Chicago, where he now runs an artisanal bakery with a 50-strong team. In 2017, alongside Solveig Tofte – then his sidekick on the Louis Lesaffre Cup jury – he created the Intergalactic Bakers Federation. This organisation brings together some of the world's best bakers from the Louis Lesaffre Cup network, for educational and philanthropic projects. Pierre has more than one trick up his sleeve!



« My participation as a technical presenter at the Masters de la Boulangerie is a way of "sending the lift back down", to help the bakers surpass themselves, to carry this competition towards even more beautiful, modern and exciting horizons. I cannot

wait to see what beauties will burst forth from the minds of these incredible candidates. I am delighted to help them, to share their vision of the bakery of tomorrow. »

Jimmy Griffin

Jury President – 2016 Coupe
du Monde de la Boulangerie
2016

The owner of Griffin's Bakery in Galway, Ireland, Jimmy comes from a family with 400 years of bakery history spanning six generations. He holds a Master of Science Degree (MSc) in new product development, and is regularly asked to lecture at the Dublin Institute of Technology. In his professional life, he is inventive on a daily basis, always ready to innovate to surprise customers in his bakery/tea room.



In this competition, there are challenges at every level, evidence of a constantly evolving profession. For me, the challenge will be to identify and reveal the innovation and inspiration that each candidate has employed in their products, and to explain how they fit into current and future bakery trends in their country.

Presenters' introduction video on Web TV:
www.mastersdelaboulangerie-webtv.com/videos/trailer/play/83/



LESAFFRE : CO-FOUNDER AND ORGANISER OF THE MASTERS DE LA BOULANGERIE



A partner of bakers on five continents, Lesaffre is a vehicle for the fundamental values of baking. So, the business supports all those who cultivate talent, know-how and who aim for excellence.

Lesaffre tasked an international team with the organisation of the Louis Lesaffre Cup international selections and the Coupe du Monde de la Boulangerie pre-selection. Now, with the 2018 edition of the Masters de la Boulangerie,

Lesaffre wishes to affirm the mission it has set for this competition - to add value and prestige to the bakery profession and to project it into the future.



"Everywhere in the world, bakers fight to defend quality bread. It is shown by solid expertise, a real potential for creativity and innovation - and a strong desire to pass on know-how to future generations. The competition, through the candidates who take part, will be a source of inspiration for all the bakers who fight this crusade, every day in their bakery, to protect the excellence of bread."

Corinne WALLAERT-LESAFFRE
Lesaffre Communications Director

ABOUT LESAFFRE

As a global key player in yeasts and fermentation, Lesaffre designs, manufactures and markets innovative solutions for Baking, Food taste & pleasure, Health care and Biotechnology.

Family group born in northern France in 1853, now a multi-national and a multicultural company, Lesaffre is committed to working with confidence to better nourish and protect the planet.

A few figures:

- 9500 colleagues
- 1.9bn Euros in 2016
- More than 70 subsidiaries around the world
- 38 Baking Centers™
- Products distributed in more than 180 countries
- 1 in 3 loaves of bread around the world is made with Lesaffre yeast

www.lesaffre.com

EKIP, CO-FOUNDER OF THE MASTERS DE LA BOULANGERIE



EKIP "The Equipper of Taste" – owner of the EUROPAIN show – is an historical partner and an ardent supporter in terms of equipment for the Masters de la Boulangerie bakery areas.

Historically involved in its subsidiary show, EKIP wishes to give greater visibility to its members know-how and expertise, and to support all the great competitions and events that showcase the excellence of bakery professionals' know-how, and the quality and innovation of French equipment manufacturers.

So, the competitors will benefit from state-of-the-art equipment and the latest technical innovations to support their talent.



ABOUT EKIP

A dynamic professional association, which unites 31 French equipment manufacturers in the fields of baking, bakery catering, pâtisserie, ice-cream making, confectionary and chocolate making, Ekip is a real ideas laboratory, a privileged environment for shared knowledge, which enables it to have a constant overview of the market's evolutions and trends.

EKIP also engages to promote the profession, via a great number of activities instigated in numerous domains. This includes the creation of the EUROPAIN show in 1967 and also the organisation of demonstration bakery areas during the leading international professional gatherings. It also comprises the 1998 creation of the France Formation Export association (French Association of Training and Export) and the initiation of market studies...

Finally, EKIP is a large network for exchanges and shared ideas, with numerous partners in the wheat-flour-catering trade (grain producers, millers, yeast manufacturers, ingredients manufacturers, intermediary food producers, unions and professional organisations, equipment users, packaging manufacturers, installers, distributors, research bodies...).

www.ekip.com

Press contact

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instagram.com/Bakerymasters/

Websites

www.mastersdelaboulangerie.com

www.europain.com/en/bakery-masters

Photos, videos, press pack and press releases available on Joomeo

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