



# 2014 Bakery Masters

8 TO 12 MARCH 2014 - PARIS-NORD VILLEPINTE - FRANCE

Only one thing matters: to become "Master Baker 2014"  
With the Masters, bakers are inventing the future!



[www.europain.com](http://www.europain.com) -  [facebook.com/CoupeLouisLesaffre](https://facebook.com/CoupeLouisLesaffre)



# 2014 PROGRAMME

## Friday 7 March

Contestants arrive  
Goods received and placed in storage  
Preparation: Saturday contestants

## Saturday 8 March

Start of competition for the Bakery Masters 2014  
BREAD contestants 4am-12pm, 6am-2pm  
VIENNESE PASTRY contestants 4am-12pm, 6am-2pm  
ARTISTIC PIECE contestants 4am-12pm, 6am-2pm  
Presentation and tasting of products 1.30-4pm  
Preparation: Sunday contestants

## Sunday 9 March

Start of competition for the Bakery Masters 2014  
BREAD contestants 4am-12pm, 6am-2pm  
VIENNESE PASTRY contestants 4am-12pm, 6am-2pm  
ARTISTIC PIECE contestants 4am-12pm, 6am-2pm  
Presentation and tasting of products 1.30-4pm  
Preparation: Monday contestants

## Monday 10 March

Start of competition for the Bakery Masters 2014  
BREAD contestants 4am-12pm, 6am-2pm  
VIENNESE PASTRY contestants 4am-12pm, 6am-2pm  
ARTISTIC PIECE contestants 4am-12pm, 6am-2pm  
Presentation and tasting of products 1.30-4pm  
Preparation: Tuesday contestants

## Tuesday 11 March

Start of competition for the Bakery Masters 2014  
BREAD contestants 4am-12pm, 6am-2pm  
VIENNESE PASTRY contestants 4am-12pm, 6am-2pm  
ARTISTIC PIECE contestants 4am-12pm, 6am-2pm  
Presentation and tasting of products 1.30-4pm

## Wednesday 12 March

Press reception in the VIP area 11.30am  
Awards ceremony 11.45am  
3 bakers (one per category) to be named "Master Baker 2014"







8 to 12 March 2014,

The unique and fascinating Bakery Masters is back for the second time to bring together the world's top bakers for a contest that is keenly anticipated in the world of baking. This event, hosted by the Europain fair at Paris Nord Villepinte, is the culmination of a series of competitions: the 2009-2011 Louis Lesaffre Cup and the 2012 Bakery World Cup.

These two Cups involved contestants from each country, working in teams. The teams were comprised of professionals who know each other and who pool their skills, prepare, work and train together for months, and share the same goal.

The Bakery Masters is more demanding. It rewards individual performance. The idea of perfection is raised ever higher, encouraging contestants to be ever more professional and creative, ever more knowledgeable and skilful, and to take more risks. To impress and improvise. Scrutinised by the international press and the most high-profile personalities of the profession, the contestants aim to surpass themselves in their art, and convince us of their perfection.

The competition is held every four years at Europain, alternating with the Bakery World Cup. To stage such an internationally prominent event requires trustworthy partners. The co-organisers/founders are Lesaffre\*, a leading international producer of yeast and other fermentation products, and Ekip\*, the professional baking equipment suppliers and the creators and owners of the Europain\* fair, the "setting for this international contest" as described by Christian Vabret, who co-ordinates the Masters.

In 2012, more than 82,000 visitors from around the world flooded through the doors of this trade fair. With figures rising for each successive fair, Europain 2014 will be a particularly exciting showcase for participants to demonstrate their country's know-how in front of spectators from around the world!



\* see "partners", pages 17-19, Lesaffre, Ekip, Europain





## CONTENTS

5	An exceptional competition
6	An international title with worldwide acclaim
8	Selections
10	Programme
11	The panel of judges
12	Contestants
14	Competition categories
15	New for 2014
17	Co-organisers/founders

## An exceptional competition

Imagination, creativity, ingenuity and innovation are on the menu for this competition, during which 24 contestants from 18 countries will demonstrate their skills and excellence in specific areas. These brilliant and tenacious professionals will attempt to win the prestigious Bakery Masters title in one of **three competition categories**: “Bread”, “Viennese Pastry” and “Artistic Piece”.

Freestyle and required products will be tackled by contestants in the “Bread” and “Viennese Pastry” categories. The hotly anticipated “Artistic Piece” category allows the bakers’ imagination and creative talents to shine, as bread becomes a work of art when the bakers swap their chef’s hats for the artist’s beret. For this second competition, the theme is “music of the world”. Inspired by music that is meaningful to them, the artist/artisan bakers will create sculptures out of bread to astonish and impress the judges, a unique piece (between 1.40 and 1.60 metres): a work of art.

# Work of Art

(See detail of competition categories p 14).







## An international title with worldwide acclaim

In 2010, at the first Bakery Masters, three winners were applauded on the podium.

Pao-Chun WU from Taiwan in the Bread category, Thomas PLANCHOT from France in the Viennese Pastry category, and François BRANDT from the Netherlands who won the Artistic Piece category on the theme of Valentine's Day. All three agreed that the experience was the culmination of a gargantuan effort and total personal commitment.

“Nine months of intensive preparations... It feels like a high-level sport!” François Brandt.

“I have a particular love of bread. I try to let the flour express itself with a multitude of flavours. I spend a great deal of time coming up with ideas for bread, in very personal form.” Pao-Chun Wu.

“The first time I showed a Kouign Amann, the judges thought it was ugly. So I found a new way of presenting it... Since then, this Viennese pastry has won over the judges and an increasing number of fans...” Thomas Planchot.

Although the title is the envy of the entire profession, the contestants are not in it for the glory, but for the recognition of their craft and to share their knowledge and skills. This high-level contest is a way of demonstrating the complexity and richness of the art of the baker, which is so little known and yet so essential. How would the Masters operate without the contestants' talents, research and desire to surpass themselves?

Is it possible to imagine a world without these bakers and without bread, whose symbolic values are as important as its nutritional values? A day without bread is surely a day without meaning.

The spotlights of this Masters competition illuminate the image of these great bakers in the eyes of our partners and the public alike.



For the winners, this recognition will allow them to communicate their passion, educate and advise, develop the profession, team up with other bakers and promote the cause of artisan baking.

“The 2010 winner, Pao-Chun Wu, has been invited to other countries on a number of occasions to take part in demonstrations, especially in Japan... François Brandt wants to set up a bakery school in the north of Amsterdam... Thanks to the Masters, the winning bakers have become models for future generations, for all young people who want to discover this fantastic profession.” Christian Vabret.

# Podium





## Selections

Each contestant represents baking from their country on an international stage

Almost like a sport, but competing to create the highest quality baked goods, the Bakery Masters highlights bakers' talents in a succession of stages. Tested to the full, contestants must show determination and professionalism. The challenges they face in the Masters can be likened, without exaggeration, to high-level sports training. They must be in excellent physical condition and have nerves of steel, plus unwavering commitment, the willpower to overcome all obstacles, and the desire to win and surpass themselves... These qualities are required of each competitor. Their peers want to see excellence, they want them to create innovative recipes, to show their originality, to be capable of improvising and demonstrating their ability to be different and embody the professionalism of a true Master Baker.

### One competition, three categories, four years of selections

Having focused on expert team work, the Bakery Masters aims to highlight the talents of individual contestants. All contestants have been selected from the 2012 Bakery World Cup and the international Louis Lesaffre Cup competitions held in 2009 and 2010. Eighteen were chosen based on their scores during these competitions: the Louis Lesaffre Cup and the Bakery World Cup are both team contests that serve as selections for the Bakery Masters. Each national team is made up of three contestants, all working in a different category: Bread, Viennese Pastry and Artistic Piece.

The **Louis Lesaffre Cup** takes place over two years: the first year is dedicated to national selections, from which teams of three are chosen to represent their country. During the international heats held the following year, teams are pitted against one another in continent groups. The remaining nine teams then compete in the next competition: the Bakery World Cup.

The **Bakery World Cup** takes place every four years at the Europain fair, bringing together the nine finalist teams from the Louis Lesaffre Cup and the three winning teams from the previous Bakery World Cup.





For the Bakery Masters, competitors have either been selected on the basis of the highest scores obtained in the two previous contests, or as a wild card – individuals who competed but did not win a prize. For the 2014 competition, 12 participants have been put forward from the Bakery World Cup and six from the international Louis Lesaffre Cup, alongside six wild card competitors. The wild card contestants are recognised professionals who were unable to demonstrate the full scope of their skills and expertise as part of a team during the previous competitions, but who show particular talent. The Bakery Masters will give them an opportunity to shine individually and to reveal all of their capabilities.

A total of 24 contestants will take part in three categories: Bread, Viennese Pastry and Artistic Piece. Eight contestants will compete in each category. While contestants were named in April, the order of competition will not be revealed until the public draw during the European press conference, to be held on 10 October. To take part in the Masters, each competitor must work exclusively in the bakery industry and have proven professional experience, which does not preclude up-and-coming talents aged 18 and over from participating. But places are difficult to secure, so to ensure the Masters is open to the greatest number of people and to allow the maximum number of bakers to take part, past winners are not permitted to compete again.

This competition is a test of baking skills. Contestants do not represent equipment suppliers or ingredient manufacturers, but they do represent the culture, skills and professional training of a country.

# Challenge





## 2014 Programme

### **Precision, rigour, excellence: three pillars of the 2014 Bakery Masters**

From Saturday to Tuesday, two contestants per day and per category will give the best they have to offer. Every day, visitors to the Europain fair will be able to watch the competition between six bakers chosen to take part in the 2014 Bakery Masters.

Contestants will have eight hours to impress and amaze the judges. The day before they compete, bakers will have two hours to prepare for the Bread and Viennese Pastry categories, and three hours for the Artistic Piece.

The start times for contestant pairs are staggered (one starts at 4am, the other at 6am) to allow them to use the communal equipment area without constraint.



# Rules

## The panel of judges

To distinguish between contestants' individual performances, an international panel of judges will scrutinise their every movement. The panel will be made up of an Honorary President, the Chair of the judging panel, and five panel members.

The judges will be named at a later date.

Judges will come from non-competing countries. In addition, during the competition, no judge will have access to the baking areas. Only the Chair, the two co-ordinators (who will liaise between judges and participants in case of problems) and the equipment and ingredient managers, as well as any individual named by the Chair of the judges, will be authorised to enter the baking areas.

# Profession





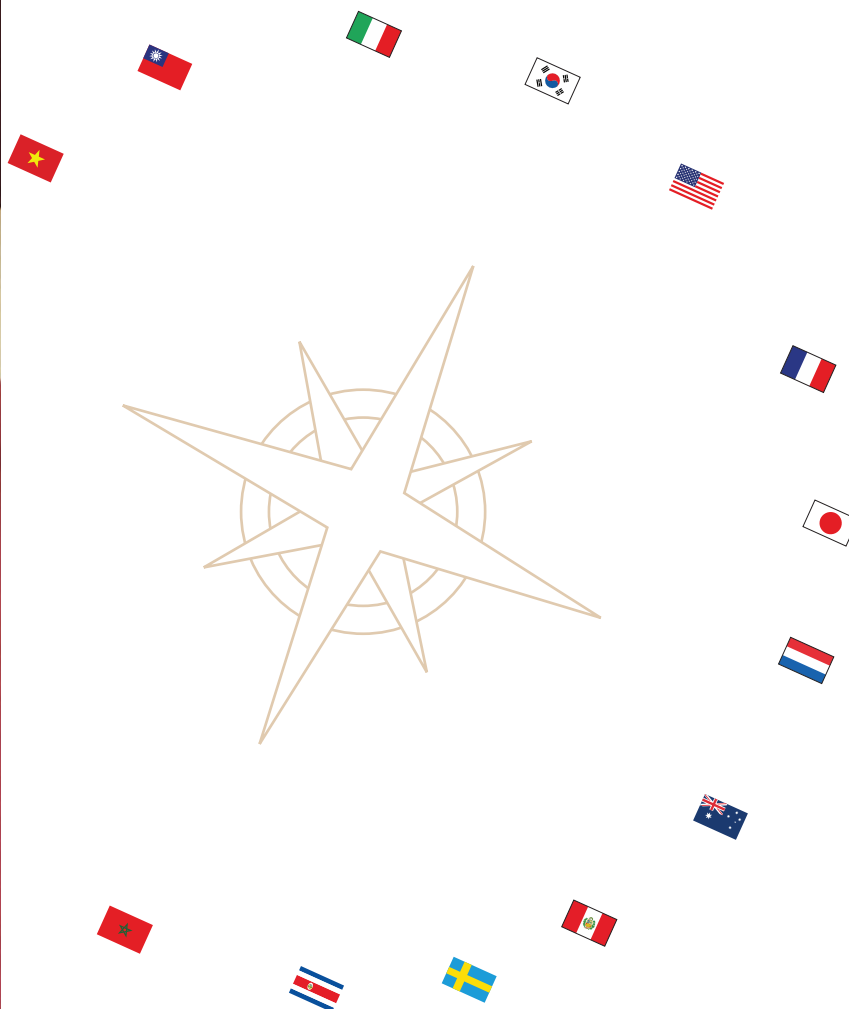


## Contestants

They represent the best bakers in the world.

Following a long and rigorous selection process, participants in the 2014 Bakery Masters have been chosen. All are of a very high standard, and they each stood out during previous competitions. Whether they come from America, Europe, Africa or Asia, these contestants will astound you!

For the 2014 competition there are 24 contestants from 18 countries: Algeria, Australia, Brazil, Costa Rica, France, Indonesia, Italy, Japan, Morocco, the Netherlands, Peru, Senegal, South Korea, Sweden, Taiwan, the United Kingdom, the United States and Vietnam. The order of competition will be decided on 10 October at the European press conference.





## Contestants taking part in the 2014 Bakery Masters

### SELECTED FROM THE 2012 BAKERY WORLD CUP

---

Bread category: JAPAN: Mr Yuki NAGATA  
UNITED STATES: Mr Michael ZAKOWSKI  
ITALY: Mr Gianfranco FAGNOLA  
TAIWAN: Mr Chang TAI-CHIEN

Viennese Pastry category: JAPAN: Mr Takuya SASAKI  
TAIWAN: Mr Lin KUN-WEI  
SOUTH KOREA: Mr Soun-Heon BAEK  
ITALY: Mr Ivo CORSINI

Artistic Piece category: TAIWAN: Mr Huang WEI-HSUN  
UNITED STATES: Mr Harry PEEMOELLER  
FRANCE: Mr Antoine ROBILLARD  
JAPAN: Mr Yasuo HATANAKA

### SELECTED FROM THE 2010-2011 LOUIS LESAFFRE CUP

---

Bread category: THE NETHERLANDS: Mr Daan HESSELING  
AUSTRALIA: Mr Brett NOY

Viennese Pastry category: PERU: Mr Carlos HUARCAYA  
SWEDEN: Mr Hakan JOHANSSON

Artistic Piece category: COSTA RICA: Mr Moises CARMONA VELASQUEZ  
MOROCCO: Mr Marouane CHAHREBANE

### WILD CARD CONTESTANTS

---

Bread category: UNITED KINGDOM: Mr Wayne CADDY  
BRAZIL: Mr Cristiano da SILVA MEIRELLES

Viennese Pastry category: SENEGAL: Mr Serigne SENE  
VIETNAM: Ms. Truong Kim Phung NGUYEN

Artistic Piece category: ALGERIA: Mr Toufik BENOURET  
INDONESIA: Mr YUSTRIYANTO





## Competition categories

Following a long and highly competitive selection process, and with years and thousands of hours of work under their belts, the best contestants are now preparing to astound the uncompromising judges. Three categories:

### BREAD

Bread is a rich and diverse subject, loaded with symbolism, nutritional value and, of course, culture. A basic foodstuff in many countries and continents, from South America to Russia, from Africa to France, bread comes in all forms, all imaginable textures. There is a bread to suit every taste, a loaf to satisfy every palate. So contestants follow a specified programme but can also express their cultural diversity in a freestyle programme. Contestants must create the following products in this category:

- |                  |   |                                                                                                 |
|------------------|---|-------------------------------------------------------------------------------------------------|
| <i>Required</i>  | { | Traditional baguette and varied baguette                                                        |
|                  |   | Sourdough bread                                                                                 |
|                  |   | Sandwich loaf                                                                                   |
|                  |   | Bread of the world                                                                              |
| <i>Freestyle</i> | { | Nutritional bread (containing fibre, protein, nutritional benefits or omega 3)                  |
|                  |   | Freestyle bread                                                                                 |
|                  |   | Flavoured bread to represent the contestant's country (the contestants may use their own flour) |
|                  |   | Variety of bread rolls                                                                          |

### VIENNESE PASTRY

This category is a brilliant interplay between flavour and presentation. It is an art in itself. Creativity is one of the strong points that judges will be looking for.

- |                  |   |                                                                                                                            |
|------------------|---|----------------------------------------------------------------------------------------------------------------------------|
| <i>Required</i>  | { | Sweet Viennese in leavened laminated dough                                                                                 |
|                  |   | Sweet Viennese in leavened dough                                                                                           |
|                  |   | Improvised Viennese (the day before, competitors will draw lots to determine their lists of ingredients and type of dough) |
|                  |   |                                                                                                                            |
| <i>Freestyle</i> | { | Sweet Viennese in leavened laminated dough                                                                                 |
|                  |   | Sweet Viennese in leavened dough                                                                                           |
|                  |   | Savoury Viennese                                                                                                           |
|                  |   | Sweet Viennese from the contestant's country                                                                               |



# Challenge

## ARTISTIC PIECE

Contestants must create an Artistic Piece based on a predetermined theme. For the 2014 competition, the theme is "Music of the world", a tune to inspire the 2014 Bakery Masters. Contestants must create a figurative piece in natural bread colours.

## New for 2014

### IN THE BREAD CATEGORY

"Nutritional bread": The challenge is to create a loaf that meets the nutritional needs of the contestant's country. The bread must include one or more nutritional benefits: fibre, protein, valuable nutrients, omega 3 fatty acids. The other new product is "Bread of the World". After drawing lots the day before competing, the contestant must create one of five classic breads of the world: Pretzel, Ciabatta, Burger Bun, Pan de Muerto or Swiss Braid.

### IN THE VIENNESE PASTRY CATEGORY

For this second Bakery Masters, the "Freestyle Viennese Pastry" challenge will be a source of inspiration offering endless creative opportunities.

### IN THE ARTISTIC PIECE CATEGORY

In 2014, the theme is "Music of the World". What tune, instrument, memory, emotion or movement can be associated with this piece or work of art? In terms of size, the piece must stand between 1.40 and 1.60 metres high. It must be made of edible dough only. Frames, non-food structures or synthetic glues are not permitted. The challenge here is the architectural complexity as well as the innovation in terms of the technique and working the dough.

# Work





Christian Vabret, Technical Expert for the Bakery Masters

“*This is the most perfectionist competition!*”

#### CHRISTIAN VABRET: BIOGRAPHY

The son of a baker, Christian grew up in the warm glow of the bread oven. His father, Antoine Vabret, was a passionate defender of artisan baking, and passed on his love of baking to his son. Aged 16, Christian began his first apprenticeship with the family business and obtained his “CAP” (vocational diploma) in bakery with distinction, in 1969. After that, nothing could stop Christian. In 1980 he obtained his brevet de maîtrise, before going on to win numerous competitions and exhibitions between 1981 and 1990. In 1986 he received the supreme title of Meilleur Ouvrier de France in Bakery.

#### EXCELLENCE IN THE CRAFT

During the competition, there are required products such as a sourdough loaf or a baguette, but there are also freestyle products,

*“to allow international baking to express itself and progress overall!”*

This competition is an opportunity to impress and astound in the world of baking.

*“It offers a unique arena in which to experiment, evolve, and assert the potential of international baking. Here, we are dealing with absolute creativity.”*

#### GUARDIAN OF THE RULES

Recognition for this competition is also high due to its organisation, its very specific rules, its judges of different nationalities, and no repeat entries from contestants.

*“This whole system, its organisation, guarantees the value of this competition, the honesty of its contestants, the sincerity of its results. My greatest satisfaction comes from the exactness and the fairness of the results.”*

M. O. F.



# Co-organisers/founders

## LESAFFRE, A KEY PLAYER IN BREAD MAKING

A partner of bakers on five continents, Lesaffre has promoted the fundamental values of baking for more than 160 years. Lesaffre works with all those who cultivate talent and skill, and who aim for excellence. With this purpose, Lesaffre supports the world's leading competitions as well as creating its own.

Having committed itself to the Louis Lesaffre Cup and the Bakery World Cup, Lesaffre drove the launch of the 2010 Bakery Masters. For 2014, the company is co-organising the second edition of this unrivalled competition in order to give the world's best bakers a chance to display the full extent of their talents. Lesaffre's specialists have particular expertise in supporting contestants with their training and helping them to improve.

## About Lesaffre

*A key player on the international stage, Lesaffre designs and makes products, and offers solutions for bread-making, nutrition, health and protecting life with yeast and other fermentation products.*

*A family Group established in northern France, Lesaffre is both multi-local and multicultural and is committed to performing at its best in all of its activities: bread-making, nutrition and health, flavourings and fermentation.*

*Since 1853, innovation has been at the heart of Lesaffre's development. Working closely with its customers and partners, Lesaffre works confidently to feed the world in a better way while respecting the planet.*

*In the field of bread-making, Lesaffre offers a wide range of high quality yeast products and ingredients with proven and guaranteed safety. With a pragmatic and agile approach, Lesaffre's experts offer technical solutions in response to the innovations developed by its customers.*

*Lesaffre offers local support and technical assistance with its 25 Baking Centers™ located throughout the world. This local presence is essential in order to develop products and services that fulfil the needs of its customers.*



## KEY FIGURES

A family group  
established in 1853

€1.55 billion in sales  
in 2012

7,700 employees  
in more than  
50 countries

50 production  
sites and  
40 sales centres

Lesaffre products  
and services are  
marketed in more than  
180 countries

[www.lesaffre.com](http://www.lesaffre.com)







### EKIP, THE IDEAL ASSOCIATE IN BAKERY EQUIPMENT

Ekip is a professional organisation that unites French bakery and pastry equipment manufacturers. These suppliers to the food industry are the creators and owners of the Européen fair, and it seemed evident that they would support such a high-profile event as the Bakery Masters. Ekip takes charge of all the logistics: setting up the fully equipped baking areas at the fair, supplying water and electricity, and so on. Ekip also supplies each contestant with all the equipment required to compete in the best conditions. Ekip's members have supplied 140 pieces of equipment, tools and utensils, from a dough mixer to a teaspoon, to contestants for use during the competition. The aim is to give them a wide selection of top-quality technical material, similar to that available in the most modern bakeries.

Ekip represents French bakery equipment manufacturers in France and internationally: its members export 40% of their products. The organisation helps to promote French expertise in bakery equipment at a national and international level, particularly through France Formation Export (FFE), an association of the country's leading bakery and pastry schools.

### A wide scope for professionals

Ekip is a highly dynamic professional body that works on a number of different projects. Its main responsibility is to represent and defend the interests of bakery equipment manufacturers. With its extensive network of connections, Ekip regularly meets partners in the wheat and flour industry, and also organises trade fairs on an international scale.

[www.ekip.com](http://www.ekip.com)



## EUROPAIN 2014

The 20<sup>th</sup> Europain fair will take place from 8 to 12 March 2014 at the Paris Nord Villepinte exhibition centre. It will host the second Bakery Masters in the "Cube", a space of 4,000m<sup>2</sup> dedicated to the key events of the fair.

### A fair that reflects the latest trends

Created in 1967 by Ekip, the bakery equipment manufacturers, this trade-only event is an excellent means of promoting technical innovations in the sector. Across 68,000m<sup>2</sup>, it has been joined since 2012 by SuccessFood, the contemporary catering trade fair that emphasises innovation for artisans, industry and consumers.

Why come to Europain? It is the ideal place to discover everything on offer in the bread and pastry industry, to meet investors and learn about the latest innovations.

The exhibitor list is long: millers, equipment manufacturers for both artisan and industrial bakers, as well as suppliers of ingredients, store fittings and products for making chocolate, confectionery and ice-cream. In 2012, the greatest proportion of visitors were artisan bakers (36%), followed by industrial bakers (11.7%), distributors and wholesalers (9.7%) and caterers (7.4%). It would be a shame to pass up such an opportunity!

### Events galore

Thanks to its experience of the bakery market, the next edition of Europain will focus on seven trends across all its events, which can be found on its website right now. Some of the other unique events include:

- the International Confectionery Art Competition, teams of "mixed-doubles": 16 male-female pairs compete to make 13 edible delights in 20 hours.
- the French Schools Cup: teams of three young trainees compete on the theme of artisan bread / Viennese pastry.
- Baker & Designer, a new creative show at Europain combining bread-making with culinary design.

Along with the now famous Road to Success (outlet and product concepts), the Rue des Ecoles (dedicated to training institutions) and the Innovations & New Products area, Europain is for the first time hosting its Business Dating service. If you wish to attend this exceptional event, it is time to book your trip!



### THE 2012 FAIR IN FIGURES

770 exhibitors,  
including 33% from  
outside France

Surface area of  
68,000 m<sup>2</sup>

82,690 professionals  
from 143 countries

19 Europain Trophies  
and Innovation Awards





# 2014 Bakery Masters

8 TO 12 MARCH 2014 - PARIS-NORD VILLEPINTE - FRANCE

## Europain press officer

AB3C  
Anne DAUDIN  
anne@ab3c.com  
+33 1 53 30 74 00

## Web

[www.coupelouislesaffre.com](http://www.coupelouislesaffre.com)  
[www.europain.com](http://www.europain.com)

## Social media

[Facebook.com/CoupeLouisLesaffre](https://Facebook.com/CoupeLouisLesaffre)  
[Facebook.com/EuropainFrance](https://Facebook.com/EuropainFrance)  
[Twitter.com/EuropainFrance](https://Twitter.com/EuropainFrance)  
[#Europain](https://Twitter.com/EuropainFrance)