

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

Asia Pacific International Selection Round

From 26th to 28th May 2011

China Bakery Exhibition, Canton, China

For more information:
www.coupelouislesaffre.com

THE WINNERS ARE ... JAPAN AND SOUTH KOREA!

The Louis Lesaffre Cup ASIA PACIFIC selection round brings to a brilliant close a series of four worldwide selections and provides us with the names of the lucky finalists : Japan and South Korea are now on the list of countries qualified to compete in the 2012 Coupe du Monde de la Boulangerie (Bakery World Cup).

SOUTH KOREA

The South Korean team hailed their victory with great excitement. The candidates shared his unforgettable moment with their families, who had come to encourage and support them. It is true that they had trained very hard for two months in Seoul without seeing their families, who lived in other regions. This very friendly team certainly astonished the public with its typical products ... walnut bread, the exploding volcano (Viennese pastry) and the Korean musical identity (artistic piece). This team will turn up for the finals in nine months determined to win.



JAPAN

The Japanese team was quite convinced it would be unable to take part in this round. Selected in 2009, they began training a year ago. The challenge was a big one: for the first time, Japan had not been selected automatically for the Coupe du Monde de la Boulangerie, and the team had never participated in an international competition. Then on 11th March 2011, their world was turned upside down: while they were training, the ground began to shake violently: no more water, no more electricity, no way of getting home.... Like many Japanese, they lived through day so anguish faced with such an immense natural catastrophe. What should they do? Stop training? Carry on ... yes, but how? The team could not, would not just give up. So, they organised themselves: training proceeded in the south of the country in as a safer place. Their employers were very understanding and gave them more time. Their efforts were crowned with success: they produced outstanding, amazing, refined results. Their victory is a kind of revenge against circumstances ... and one of the best days of their lives!

The China Bakery Exhibition hosted the Louis Lesaffre Cup for the second time. Over two days, from 26th to 28th May, seven countries competed to try and win a place in the finals: Australia, China, South Korea, Indonesia, Japan, the Philippines and Vietnam.

All the countries in this round tried to outdo each other in talent and ingenuity, presenting us with unusual, tasty creations and taking our breath away with artistic pieces of rare beauty and finesse. Each team demonstrated its art and its expertise to a remarkable degree.

THE SIX CHALLENGER TEAMS...

A special mention too for Australia which won the place of "challenger" team. Being the first time this team has competed, it has certainly proved its worth in a very high level round.

WHO WILL QUALIFY TO ENTER THE COUPE DU MONDE DE LA BOULANGERIE?

Australia now joins the other five Louis Lesaffre Cup "challenger" countries: Costa Rica, Brazil, England, Slovakia and Morocco. One of these teams will very shortly be chosen to compete in the 2012 Coupe du Monde de la Boulangerie (Bakery World Cup).

Tune in on 21st June 2011 at 12H00 (GMT + 2) on the Louis Lesaffre Cup site www.coupelouislesaffre.com to participate live in the announcement of the last country qualified for the Coupe du Monde de la Boulangerie.

Press Relation: Nadine Debail
nd@lesaffre.fr • (00 33) 3 20 14 80 14
(00 33) 6 27 26 28 23

