

A leading event for the world's greatest bakers

www.coupelouislesaffre.com

THE 4th EDITION OF THE LOUIS LESAFFRE CUP LAUNCHES IN APRIL 2014



And they're off! Registration is open for the 4th edition of the Louis Lesaffre Cup. It is the launch pad for a cycle of international competitions, where the leading Bakery talents from across the globe come to show what they can do. Make a date now!

As a "pre-selection" competition, the Louis Lesaffre Cup has adapted its structure and challenges in line with current trends, in the knowledge that in its wake the other competitions in the cycle – the 2016 Coupe du Monde de la Boulangerie and the 2018 Bakery Masters - will also evolve.

Competition cycle

| 2014 | 2015 | 2016 | 2017 | 2018 |
|---|--|----------------------------------|------|----------------|
| Louis Lesaffre Cup National selections | | | | |
| | Louis Lesaffre Cup International selections | Coupe du Monde de la Boulangerie | | Bakery Masters |

3 key specialities will be on the programme for 2014/2015: "Baguette and World Bread", "Viennese Pastries and Gastronomic Bread Making" and "Artistic Piece". In effect, this edition puts innovation centre stage with the introduction of new challenges that call on candidates' creativity and mastery of international baking. Over to each candidate to shine using their know-how, their own techniques and their imagination in all shapes and sizes!

These pre-selections will take place according to the following geographic division:
EUROPE / ASIA PACIFIC / AFRICA MEDITERRANEAN / THE AMERICAS

1st stage: national selections

2nd stage: international selections

In keeping with today's Bakery trends, Lesaffre, the competition's creator and organiser, has devised an entirely new structure, from challenges to jury composition, and including a demonstration by Young Bakery Hopefuls.

For everyone passionate about taste, melt in the mouth flavours and crisp, crusty textures... the Louis Lesaffre Cup is the chance to put their baking talents to the test, pushing boundaries in front of the greatest talents, to absorb cultural diversity and take the art of bread to the height of creativity.

OUR COMPETITIONS ON SOCIAL MEDIA

Thanks to these networks, friends, families and other fans of Bakery can follow the competitions' progress in real time, view photos and cheer on their favourite candidates!



<https://facebook.com/coupelouislesaffre>



https://twitter.com/CLL_BakeryCups
(#BakeryLesaffreCup)



<http://www.pinterest.com/lesaffrecups>

ABOUT LESAFFRE

Family group based in northern France, Lesaffre has now become a multi-national and a multicultural company that is committed to providing the best in each of its business areas: baking, nutrition and health, flavors and fermentation.

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