



PRESS RELEASE

BAKERY MASTERS

FROM 6TH TO 10TH MARCH 2010
PARIS-NORD VILLEPINTE - FRANCE



For more information:
www.coupelouislesaffre.com

THE "MASTER BAKERS 2010" ARE...

This Wednesday 10th March, at the close of a very moving ceremony, three bakers were awarded the highly coveted title of "Master Baker 2010". This honour rewards the best competitors in the first Bakery Masters competition.

"I have a special affection for bread. I try to convey the essence of the flour and a multitude of flavours. I spend a lot of time devising these loaves, with their very personal shape"

Pao-Chun WU
Taiwan



Bread category:

Pao-Chun WU - Taiwan

Pao-Chun saw the "dream of his life come true" when he took part in the Bakery Masters. He learnt his technique in Taiwan, and through trips and competitions. For his first individual competition, Pao-Chun wanted to "surpass himself".

Viennese Pastry category:

Thomas PLANCHOT - France

Coming from five generations of bakers, father to son, Thomas is an enthusiastic baker responsible for twenty bakeries and six ovens. He prepared tirelessly for months to produce pastries with stunning flavours.

Artistic Piece category:

François BRANDT - Netherlands

Despite some doubts during preparation, François will retain the "pleasure of a job well done". When receiving his title, he thanked his family and friends, who encouraged him to enter the competition: "without their support, it would have been impossible for me to reach this stage of the competition".

The theme of this artistic piece is Saint Valentine. I settled in Holland out of love for my wife..."

François BRANDT
Netherlands



The latest competition organised by Europain, Ekip and Lesaffre under the aegis of the prestigious Europain show at Paris-Nord Villepinte, the Bakery Masters generated intense excitement. Over four days, 24 candidates of 17 nationalities competed on an individual basis. The candidates met the challenge, producing exceptionally creative and subtle results. The Embassies of Costa Rica, Uruguay, Hungary, Poland, and the Taipei Representative Office in France actively supported their countries' candidates, while the public appreciated the chance to get close to the candidates and to taste the products.

Candidates and jury members will remember the incredible atmosphere of this "original and convivial" competition...

"I met highly motivated, enthusiastic competitors... It was bubbling over with knowledge and new techniques", declares a French baker. "I will take away the unique feeling of being among Bakery champions", observes a Dutch participant. Over four days, numerous candidates talked of the pressure and the "titanic" work required. Each person emerges from this "fine adventure" richer, and, as a Spanish competitor remarks, wanting to continue to "improve the image of Bakery".

In the words of Mario Fortin, jury chairman, the competition organisation was "amazing". The Bakery Masters help to reveal "the best of the best on the international Bakery scene". A Chinese jury member stresses, in this respect, the "very high" level of the candidates, while a Brazilian jury member does not hide his desire to participate in this competition again...

See you again in 2014 for the second edition of the Bakery Masters!

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