

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

For more information:
www.coupelouislesaffre.com

American selection rounds

From 26th to 29th September 2010

International Baking Industry Exposition (IBIE), Las Vegas, USA

LAUNCH OF THE AMERICAN INTERNATIONAL SELECTION ROUNDS

An unmissable event in the Bakery world, the Louis Lesaffre Cup is starting its International Selection rounds. Organised on four continents, they will begin across the Atlantic, from 26th to 29th September 2010, under the aegis of the International Baking Industry Exposition (IBIE) in Las Vegas (United States). Following the International Selection rounds, nine teams will have earned the right to compete for the Bakery World Cup in 2012, at Europain - Paris alongside the three pre-selected countries (France – Taiwan – Italy).

The candidates compete in three categories: Bread, viennese pastry, Artistic Piece. Each country will be represented by a national team comprising the best bakers chosen in each category, during the national selection rounds which were held in around forty countries.

For the America zone, nine countries will take part in this first selection stage: Canada, United States, Mexico, Costa Rica (for North and Central America); Argentina, Brazil, Chile, Peru, Uruguay* (for South America). Two teams will then be chosen to take the road to the Bakery World Cup.

ABOUT THE LOUIS LESAFFRE CUP

The Louis Lesaffre Cup, a baking competition first held in 2003, very quickly won acclaim. With 6,000 bakers taking part in the second edition all over the world, it has become the benchmark competition in the bakery world. Through this competition, Lesaffre has amply demonstrated its commitment to the profession.

The jury, chaired by Christian VABRET, founder of the Bakery World Cup, will be composed of professionals with a high professional standing and of a different nationality to the competing countries.

Much more than a high level technical competition, the Louis Lesaffre Cup is a genuine human adventure and an initiation course that leads to excellence.

*Subject to confirmation

THE 2010-2011 LOUIS LESAFFRE CUP INTERNATIONAL SELECTION ROUNDS

Continent	Date	Location
America	26 th to 29 th September 2010	IBIE Show (Las Vegas - United States)
Europe	22 nd to 26 th January 2011	SIRHA Show (Lyon - France)
Mediterranean Africa	22 nd to 25 th March 2011	Crémaï Show (Casablanca - Morocco)
Asia Pacific	26 th to 28 th May 2011	Interbake Show (Canton - China)



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