

# A leading event for the world's greatest bakers

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

## INTERNATIONAL SELECTIONS: THE AFRICA MEDITERRANEAN ZONE STARTS THE BALL ROLLING!

**Istanbul, Turkey, is the location for the first stage of Louis Lesaffre Cup international selections, dedicated to the Africa Mediterranean zone. On the schedule: new countries taking part, reworked challenges, more modern means of communication... but still the same urge to win!**

After several months of national selections, the Africa Mediterranean candidates are the first to get the ball rolling... against the frenetic backdrop of the high level competition. On this occasion, two countries enter the Louis Lesaffre Cup fray for the very first time: Mauritius and the Ivory Coast. Drawing strength from their exotic origins and bread making traditions, these new competitors bring their know-how to this great international competition - and it is all the richer for it.

All the participating teams have lived through the long preparation required to this point with a shared enthusiasm, a rigorous discipline for the challenges and an iron will.

Following these selections, the Jury will continue its journey to America, then Europe and finally to Asia Pacific to bring this latest edition to a close. The candidates will unveil the depth of their know-how and creativity through the 3 flagship specialities: "Baguette and World Breads", and "Viennese Pastries and Gastronomic Bread Making", and the "Artistic Piece". At stake are two places in the Coupe du Monde de la Boulangerie.

These international selections that make up the Louis Lesaffre Cup enable the brightest and best baking talents from around the world to come together, on a shared journey along the path to global competitions. But in the meantime, let us consider the next events in Istanbul, a city steeped in history and full of symbolism, the birthplace of ancient civilisations and maybe even the springboard for our future champions...

### Diary dates

The teams that emerge from the national selections will be welcomed at the Lesaffre MECA Region Baking Center™ to face their challenges.

### NEW

#### YOUNG BAKERY HOPEFULS

During this new challenge, the Young Hopeful from each team must produce a children's birthday tea. The jury president, Pierre ZIMMERMANN, will be in charge of evaluating the products based on:

- the quality of their creations
- their vision of the bakery profession for their generation

### RUNNING ORDER FOR TEAMS

- 10 April 2015** TURKEY
- 11 April 2015** ALGERIA
- 12 April 2015** MOROCCO
- 13 April 2015** IVORY COAST
- 14 April 2015** MAURITIUS
- 15 April 2015**

Demonstration by the "Young Bakery Hopefuls"

- 16 April 2015**  
Results announcement ceremony

### WebTV

The Louis Lesaffre Cup now has its own video channel! With the LLC Daily News, a 6 min news flash covering the key moments from the previous day, experience the best moments from this selection, every day at 11am (Turkish time), from 10<sup>th</sup> to 17<sup>th</sup> April.

<http://louislesaffrecup-webtv.com>

### FOLLOW THE COMPETITION:

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### ABOUT LESAFFRE

A family-run group, born in the north of France, Lesaffre is now a multi-national and multi-cultural company committed to being the best in each of its business areas: baking, taste and pleasure in food, nutrition and health and biotechnologies.

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