

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

European International Selection Rounds
22nd to 24th January 2011
Sirha, Eurexpo, Lyon, France

For more information:
www.coupelouislesaffre.com

ONLY A FEW DAYS LEFT BEFORE THE EUROPEAN INTERNATIONAL SELECTION ROUNDS

As the Louis Lesaffre Cup International Selection Rounds begin, the preparation of each national team in the running will be succeeded by the European zone competition. Among the ten countries taking part in this stage, three teams will earn the right to compete in the Coupe du Monde de la Boulangerie (Bakery World Cup) in Paris, in 2012, during the Europain Show.

The Sirha is hosting this competition for the first time, in the Espace Tendances Pain (Bread Trends Area), at Eurexpo - Lyon (France). The Sirha team is delighted to lend its support to the Louis Lesaffre Cup and to offer the finest bakers a unique worldwide stage for their creations.

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.



Results announcement ceremony
Sirha - Espace Tendances Pain – Hall 66
Monday 24th January 2011 at 16h00

Each national team is composed of three candidates who compete in three categories: Bread, Viennese Pastry and Artistic Piece. After the three-day competition, in which they represent their country, there will be a ceremony to announce the winners.

| Saturday 22th January | Sunday 23th January | Monday 24th January |
|--------------------------|------------------------|------------------------|
| Poland | United Kingdom | Spain |
| Russia | Israel | The Netherlands |
| Slovakia | Sweden | Belgium |
| Croatia | - | - |

Product presentation and tasting sessions
from 11.30 am to 4.30 pm



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