

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

European International Selection Rounds

From 22th to 24th January 2011

Sirha, Eurexpo, Lyon, France

For more information:
www.coupelouislesaffre.com

THE WINNERS ARE... NETHERLANDS, POLAND AND SWEDEN

A weekend of intense competition has just ended in Lyons with the Louis Lesaffre Cup international selection rounds for the Europe zone. Three teams are now en route for the Coupe du Monde de la Boulangerie (Bakery World Cup), to be held at Europain 2012.



The three winning teams: Netherlands, Sweden and Poland

The Europe zone selection rounds took place at the Sirha Show in Lyons, France. The show's Espace Tendances Pain hosted this competition for the first time.

Each team, proud to be representing its country, was composed of three candidates competing in three categories: Bread, Viennese Pastry and Artistic Piece.

From 22nd to 24th January 2011, ten countries: Belgium, Croatia, Spain, Israel, Netherlands, Poland, United Kingdom, Russia, Slovakia and Sweden, took part in this selection stage. Following the America zone selection rounds, this confirms the participants' high levels of skill.

Next rendezvous will be 22nd to 25th March 2011, for the Africa Mediterranean zone selection rounds, which will take place at the Crémai Show (Casablanca - Morocco). Four countries will be in the running to win a chance to compete in the Coupe du Monde la Boulangerie (Bakery World Cup).

Netherlands

Daan HESSELING (Bread), Hiljo HILLEBRAND (Viennese Pastry) and Stefan VAN LIESHOUT (Artistic Piece), the Netherlands team members, believe strongly in the motto of their coach, Hans SOM, who led them to victory: "a day without dough is a day wasted". These candidates took away from the competition the sensation of sharing, rich contacts between the candidates, and the discovery of different techniques and know-how. Their plan now is to train more and more, looking ahead to their participation in the Coupe du Monde de la Boulangerie (Bakery World Cup) in 2012.

Sweden

The members of the Swedish team: Mattias WALLMARK (Bread), Robin EDBERG (Viennese Pastry) and Håkan JOHANSSON (Artistic Piece), have been working in the Bakery world for 15 years. Fighters to the core, this was not their first competition. The team came with the man they describe as their "master", Johan SORBERG, and many supporters. They trained for one year, with a final month of daily training, to compete in the Louis Lesaffre Cup. What they want now is to remain in competition to continue to develop their experience.

Poland

Measuring their skills against the French and testing themselves individually, that is what motivated Marcin SUROWIECKI (Bread), Przemyslaw KOPERSKI (Viennese Pastry) and Pawel CHOJECKI (Artistic Piece) of the Polish team. They worked very hard to take part in the Louis Lesaffre Cup, even training for 13 hours a day during the last two months. Their coach, Andrzej BORYCKI, had faith in their skills from the start and got his team to do their very best. "After this competition, we hope to be able to propose new products in our bakery, such as French baguettes", declared the delighted winners.

TWO "CHALLENGER" TEAMS REALLY STOOD OUT FOR THEIR AMAZING PERFORMANCES:

- England
- Slovakia

These two teams may have the chance to win a place in the Coupe du Monde de la Boulangerie. (Bakery World Cup). To find out, we will have to wait until the end of the Louis Lesaffre Cup international selection rounds. An official announcement will then be made on the www.coupelouislesaffre.com site in June 2011, designating the "Challenger" team that will go to the world final.



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