

A leading event for the world's greatest bakers

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AFRICA MEDITERRANEAN SELECTION: THE JURY IS UNVEILED

In keeping with previous competitions, this new edition of the Louis Lesaffre Cup, has its fair share of innovations, in particular in terms of a jury "like no other". Now, you can discover what the organising committee had in mind...

For this competition, which never rests on its laurels, the challenges have been given a boost by a new jury concept. The objective: to make it even more dynamic, modern and fair.

One single jury president

The jury president is tasked with reminding other jury members about the rules, organising jury deliberations and guaranteeing objective decisions.

It has become apparent that in order to ensure the same scoring conditions, a single jury president must be elected for all the international selections. The organisers chose Pierre Zimmermann, an esteemed baker, well renowned among the greats of the bakery profession and holder of the title "champion" of the Coupe du Monde de la Boulangerie (see below).

An expanded jury

Above and beyond the traditional technical jury made up of 3 members and their president, the new concept jury welcomes 2 new members:

- **A food critic** – essentially working from taste criteria, his/her presence in the jury has become a priority with the introduction of gastronomic bread making. At the end of the challenges, he/she will award a special prize to his/her "favourite" team.
- **A consumer press journalist** – he/she will also award a special prize to the team that has won them over, especially with the originality of their products.

Please note: these two new jury members will be from the continental zone.

Nutrition at the heart of the debate

This new jury concept integrates the global interest in "nutrition" that is also being felt throughout the bakery world, and is reflected by the presence of a nutritionist. Though not allowed to score, the latter will help the jury to expertly judge the nutritional quality of the products created.

REMINDER

Teams selected at the Africa Mediterranean national selections will be welcomed at the Lesaffre MECA Region Baking Center™ for their challenges, from the 9th to the 16th April.



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FOCUS IN THE TECHNICAL JURY



PIERRE ZIMMERMANN (France)

Jury president

A 4th generation baker-pâtissier, Pierre Zimmermann carries on the family tradition with panache. In 1996, he celebrated the history of his surname by winning the Coupe du Monde de la Boulangerie. Three editions later, in 2008, he won again – this time as coach leading his team up onto the winner's podium. In 2010, he was recruited by Chicago's prestigious French Pastry School to take charge of the 'Bakery and Viennese Pastry' section. Along with other well-known bakers, he put in place a programme called 'l'Art de la Boulangerie' (The Art of Baking), that stands as a point of reference for initial training in the United States. However, teaching alone was not enough, so in 2012 he opened La Fournette, which now has nearly 50 employees. Fortified by his entrepreneurial spirit, his taste for challenges and his perfectionist streak, the new president has big ambitions for the Louis Lesaffre Cup.



SOLVEIG TOFTE (USA)

Solveig is a dynamic, self-motivated young woman, who is used to high-level competitions. A candidate in the 2008 Coupe du Monde de la Boulangerie, then jury member at SIRHA in Lyon during the 2011 Louis Lesaffre Cup, she knew how to complete the challenges alongside exceptional bakers. Her work with the Bread Bakers Guild of America, her amazing results during the competitions and her desire to go ever further, have now enabled her to open her own bakery-café and to teach across the entire country.



FRANÇOIS WOLFISBERG (Switzerland)

François is also a regular at Louis Lesaffre competition. A second-generation baker-pâtissier, he currently runs his own business. This is a man passionate about his profession. He is also keen to experience other cultures and is often to be found globetrotting in searching of new experiences around the world. He is soon to take up a teaching post in Japan, and will certainly use that opportunity to search out little bread making gems in the East. His current role as Louis Lesaffre Cup jury member will count as one of the new experiences that he so cherishes!



RICHARD OR (Singapore)

A baker for 40 years, Richard has forged a career path in a number of countries throughout Asia, including Singapore, Hong Kong, Japan and China. He now works as Technical Production Director for Davidson International Co. Ltd, in the Chinese province of Hunan. In this role, he keeps a close eye on current bakery trends. Just like the candidates he is coming to judge in Turkey, he has himself participated in competitions when he was starting out... so you might say this is full circle for him!

ABOUT LESAFFRE

A family-run group, born in the north of France, Lesaffre is now a multinational 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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