

A leading event for the world's greatest bakers

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THE SPOTLIGHT TURNS TO ASIA, THE FINAL STAGE IN THE LOUIS LESAFFRE CUP

While Africa Mediterranean, the Americas and Europe are just beginning to get their breath back, it's now Asia's turn to make its mark in the wonderful Louis Lesaffre Cup adventure. For this final stage, the SIAL INTERFOOD Show in Jakarta, capital of Indonesia and a symbol of modernity, will welcome the candidates from 11th to 14th November 2015 (Louis Lesaffre Cup booth - Hall A / AS).

We're approaching the finishing straight and teams from 5 countries are in the starting-blocks. Lesaffre has joined forces with some outstanding partners for this high level competition: the SIAL INTERFOOD Show at Jakarta International Expo Kemayoran and PT. Sinar Cahaya Cemerlang, also known as SCC.

The recent partnership between the SIAL, which operates the largest network of food and catering shows in the world, and INTERFOOD, a fast-expanding show in the same business, provides the Louis Lesaffre Cup with a remarkable setting for the final candidates in the running.

Among contributors to the event, we can also count on SCC, renowned equipment distributor and installer for 30 years in Indonesia, which is providing the Louis Lesaffre Cup with high-end professional bakery equipment as well as ensuring the maintenance required for the duration of the competition.

So everything will soon be in place to provide teams with optimum competition conditions and a fine showcase for the honourable profession of bakery.

The 4th edition of the Louis Lesaffre Cup has many challenges to meet: product internationalisation, oral presentations, delicious bread-making creation... not forgetting coaching for the new generation of bakers.

In a culture where sweet doughs and spices are very popular, the creations are certain to provide some fascinating tastes, and their aesthetic qualities in particular are eagerly awaited. Indeed, these countries have more than once impressed the jury by the exceptional subtlety of their artistic pieces.

At the end of this selection, two teams will have won their ticket to the Coupe du Monde de la Boulangerie.

ABOUT LESAFFRE

A family-owned 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: bread making, taste and food enjoyment, nutrition-health and biotechnology.

A date for your diaries

The winning teams from the national selections will be welcomed at the SIAL INTERFOOD Show to face their challenges.

SCHEDULE FOR THE TEAM CHALLENGES (Hall A)

11th November 2015 **INDONESIA**
12th November 2015 **AUSTRALIA & SOUTH KOREA**
13th November 2015 **CHINA & VIETNAM**

14th November 2015

3.30pm The "Young Bakery Hopefuls" show
and
4.30pm Results announcement ceremony



WebTV

For its 4th edition, the Louis Lesaffre Cup now has its own video programme!
With LLC Daily News, a 6-minute newsflash recapping the key moments from the previous day, relive the best moments of this selection, every day from 11th to 15th November.

<http://louislesaffrecup-webtv.com>

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