

8th edition

2012 COUPE DU MONDE DE LA BOULANGERIE



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Japan takes top spot on the winner's podium

The verdict is in! After three days of competitions, under the watchful eye of an exacting jury and in front of admiring crowds, the winning team of the 2012 Coupe du Monde de la Boulangerie is: Japan!



And finally, with everyone holding their breath, the world champion team was announced: **Japan!**

The crowd went wild. The Japanese supporters waved their flags and screamed their country's name. Some were even fighting back tears! Clearly moved, the Minister Advisor at the the Japanese embassy, Mr Fumio SHIMIZU, said: "I am extremely proud. A year ago, our country was devastated by a number of earthquakes and a tsunami. Our victory here today will give a boost to all our citizens and to the victims of these catastrophes". **More than just a competition, the Coupe du Monde de la Boulangerie is an international shining light, from which emanates shared ideals, solidarity... and symbols. That is why, today, in a morning, the "sun rose" over Japan.**

The Coupe du Monde de la Boulangerie brought together 12 teams of 3 candidates, each one dedicated to a category: Baguettes & World Breads, Viennese Pastries and Artistic Piece. Having travelled from every continent, these bakers gave themselves body and soul to this competition of art and passion. Thanks to the support of the sponsors, of their countries, with the notable presence of ambassadors, and in particular their coaches, they

were able to create products of exceptionally high quality for the 2012 show. The general opinion is that this was the best competition in the history of the Coupe du Monde!

On 7th March, three countries got high marks: firstly, **Taiwan's** team, already seen on the 2008 winner's podium, got 3rd place. Then, the **United States** were called out as 2nd place winners – a much coveted spot.

For all these artisans of taste, beauty, crisp delights... it's the end of a great adventure. During three days, they proved the excellence of their know-how. Their mission tomorrow: propagate new trends come out of this world competition!

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Quote from Patrice Jacquelin, Europain Show President

"Thanks to the Louis Lesaffre Cup pre-selection rounds, here at Europain we have brought together the very best of world Baking."

