

A leading event for the world's greatest bakers

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THE LOUIS LESAFFRE CUP AMERICAS SELECTION: AND FIRST... THE JURY!

Now, it is the turn of the Americas zone to welcome an expanded jury for an increasingly modern and dynamic competition. And, since a competition of such prestige requires an exceptional jury, three renowned bakery experts were called upon to judge the candidates' work, particularly from a technical point of view. Under the leadership of the sole president, Pierre Zimmermann, this 2nd phase of the Louis Lesaffre Cup looks set to be a "deliciously" passionate event!



PIERRE ZIMMERMANN (France)

Jury President

A fourth generation baker-pâtissier, Pierre Zimmermann is carrying on the family tradition with verve. In 1996, he celebrated his family name's history by winning the Coupe du Monde de la Boulangerie. Three editions later (2008), he repeated the achievement, this time as coach, leading his team to the top podium place. Nowadays, he manages his boutique *La Fournette*, for which praise has continued to grow since it opened its doors in 2012.



FRANÇOIS BRANDT (Netherlands)

His journey started in Alsace then took him to Luxemburg, England and the Netherlands. Along the way, he has known how to seize the opportunities offered to him and has let himself be swept up by the adrenalin rush of competitions. In 2007, he became "Holland's best pâtissier", a title that opened the doors of international bakery competitions to him. In Paris, in 2010, he bagged the *Bakery Master* title in the artistic piece category.

Since 2011, François has worked in a private bakery/pâtisserie college in Amsterdam, where he shares his passion and the values of the bakery profession.



EUN-CHUL JANG (Korea)

After graduating from the French Institut National de la Boulangerie Pâtisserie in 2005, Eun-Chul worked for several years alongside Jean-François Fayolle (*Meilleur Ouvrier de France*). With precision, refinement and style, he is now a chef pâtissier-baker in the famous *La Montée* bakery in Seoul, South Korea, which he has owned since 2013.

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The election of a sole president is a guarantee of objectivity and equality for this international competition. As such, Pierre Zimmermann's task is to direct all the jury members in these 4 selections under common regulations, and to organise jury deliberations according to the same priorities.

A shared honour

For each of the baker members of the technical jury, taking part in this competition is a "an unimaginable opportunity", the chance to discover the know-how of bakers from the four corners of the globe, but also to rediscover themselves, to surpass themselves.

As professionals renowned in the bakery world, they are also role models for the candidates who create before their eyes. Bolstered by their experience in the world of bread making and competitions, they will be a font of good advice for each and every candidate, whether during the competition or during their future professional years.

Trends and innovations

Because the bread making world is not solely confined to professionals, the Louis Lesaffre Cup organisers have opened up the traditionally tight jury circle to two new members: a **food critic** and a **mainstream press journalist**. Each of them will award a special prize to their "favourite" team, one guided mostly by taste and the balance of flavours, the other by the originality of the creations. As representatives of the average consumer, their inclusion at the heart of the jury signifies one of the competition's key aims, to "be closer to customer needs".

The general public can also appreciate the emphasis placed on key, current bread making trends, especially in terms of the nutritional balance of products. In fact, the presence of a

nutritionist on the jury will further fuel deliberations and guide towards more precise judging.

REMINDER

The teams from the Americas national selections will be hosted at the Lesaffre Argentina Baking Center™ to face their challenges, **from 30th May to 4th June.**



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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, nutrition and health, aromas and fermentation.

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