

COUPE
Louis
LESAFFRE

INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

A leading event for the world's greatest bakers

American selection rounds

From 26th to 29th September 2010

International Baking Industry Exposition (IBIE), Las Vegas, USA

For more information:
www.coupelouislesaffre.com

TEAMS ARE FEELING THE HEAT ON THE EVE OF THE INTERNATIONAL SELECTION ROUNDS OF THE LOUIS LESAFFRE CUP

Let the battle commence! On September 26th to 29th, the Louis Lesaffre Cup kicks off in earnest with the first of its International Selection rounds. This will determine which two countries from North and South America will advance to the prestigious Bakery World Cup in Paris in 2012.

For the first time, the Americas selection competition will be held during the International Baking Industry Exposition (IBIE), taking place in Las Vegas, U.S.A.

IBIE is the leading baking industry event in North and South America. Directors and managers from across every segment of the grain-based food industry count on IBIE for the new technology, products, strategies and information they need to stay competitive in all aspects of their operations.

Mike Beaty, IBIE Committee Vice Chair, comments "IBIE brings together the most successful, forward-thinking baking professionals from across the country and around the world. These professionals come to IBIE not only to discover the latest innovations in our industry but also to rekindle a passion for their craft and get inspiration and motivation that they can then apply to their daily lives. Giving visitors the opportunity to witness, first-hand, the highly-skilled, ultra-competitive professional bakers competing in the Louis Lesaffre Cup will provide exactly that inspiration and motivation."

ABOUT THE LOUIS LESAFFRE CUP

The Louis Lesaffre Cup, a baking competition first held in 2003, very quickly won acclaim. With 6,000 bakers taking part in the second edition all over the world, it has become the benchmark competition in the bakery world. Through this competition, Lesaffre has amply demonstrated its commitment to the profession.

The excitement, energy and buzz of the Louis Lesaffre Cup will be coming directly from the IBIE show floor, Central Hall, Booth 4552. **The countries taking part and order of competition are as follows:**

Sunday, September 26 th	Monday, September 27 th	Tuesday, September 28 th
U.S.A.	Costa Rica	Chile
Canada	Argentina	Peru
Mexico	Brazil	-

Teams compete in three different categories: Bread, Viennese Pastry, and Artistic Piece. Skill and precision must be matched by audacity and inspiration in order to woo and wow the judges. Winners will be announced on Wednesday, September 29th.

Results Announcement Ceremony
Central Hall - Booth 4552
on 29th September 2010 at 11.00 am.

Olivier Génie, director of the Baking Center says "The Louis Lesaffre Cup and the IBIE stand for the same thing: excellence in baking. Our partnership for the Americas International Selection round of this year's competition will bring the traditions, passion and expertise of our profession to a wider audience than ever before."

Mike Beaty adds "The IBIE is proud to play host to the Louis Lesaffre Cup and we are excited to see who will be awarded with the trophy and a chance to compete at the Bakery World Cup 2012."



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