

A leading event for the world's greatest bakers

www.coupelouislesaffre.com

THE LOUIS LEAFFRE CUP CONTINUES ITS WORLD TOUR: NEXT STOP FRANCE!

The Louis Lesaffre Cup Europe selection is fast approaching. It will take place from 24th to 28th August in the north of France, at the Lesaffre headquarters. The Baking Center™ that will host this selection is the flagship of the Lesaffre Baking Center™ network.

After 3 months of calm, the month of August will signal the resumption of the international selections with the Europe zone. On this occasion, and for the first time, Serbia is entering the competition. Its gastronomy influenced by the Mediterranean and Eastern countries, we can expect atypical creations from Serbia, with a taste of spices and dried fruits...

Facing Serbia, 11 countries with experience of this competition will line up to give their best. Exceptional moments await us in Europe – don't miss them!

At the end of the challenges, the three winners will take their place on the podium with the four countries that distinguished themselves during the previous selections: Turkey, Mauritius, Canada and Brazil.

Dates for your diaries

Teams selected during the national selections will be welcomed at the Lesaffre International Baking Center™ to face their challenges.

TEAM RUNNING ORDER

24th August 2015 ITALY - FRANCE - BELGIUM
25th August 2015 HUNGARY - SERBIA - RUSSIA
26th August 2015 POLAND - ISRAEL - SPAIN
27th August 2015 SWEDEN - THE NETHERLANDS

27th August 2015

Demonstration by the "Young Bakery Hopefuls"

and 28th August 2015

Results announcement ceremony

MAKE A DATE AT THE LEAFFRE INTERNATIONAL BAKING CENTER™

The first Baking Center™ was created in 1974 and in 2001 it was transferred to the Espace Lesaffre site in Marquette-lez-Lille. The Group's technological showcase has 6 baking ovens, linked to two physicochemical laboratories and a sensory analysis laboratory. The Baking Center™ equipment is representative of the principal bread making techniques known throughout the world. 40 bakery technicians and engineers work there.

FOLLOW THE COMPETITION:

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 https://twitter.com/CLL_BakeryCups
#BakeryLesaffreCup

 <http://www.pinterest.com/lesaffrecups>

ABOUT LEAFFRE

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, flavours and fermentation.



WebTV

The Louis Lesaffre Cup now has its own video channel!
With the LLC Daily News, a 6-minute news-flash covering the highlights of the previous day, re-live the best moments of each selection, every day, from 24th to 29th August.

<http://louislesaffrecup-webtv.com>

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