

## **Press release - October 2015**

# **5<sup>th</sup> World of Bread**

September 27<sup>th</sup> in Saint-Étienne (France/Loire, 42) during the international fair, teams candidates from 5<sup>th</sup> world of bread, organized by the ambassadors of bread, discovered the results of the awards.

Back on 2 years of preparation and 3 days of competition...

### **Selection and preparation**

Immediately after the 4<sup>th</sup> world of bread, eager to represent their countries in 2015 some nations organized their national selections. Each was supervised by a member of the Organizing Committee who visited on the spot. Thus, teams were pre-registered. Each with a candidate over 22 years, an assistant under 22 years and a coach. Ensued for hours and weeks of preparation, training and mastery of the material and the subject.

### **Teams**



Finally 11 teams took part of the 5<sup>th</sup> bakery contest «Mondial du Pain» and as many members of the jury. Australia and Spain made their entry in the competition, against countries accustomed to this event since its inception. Often, the former candidates have become coaches. This is the case of Ryuji Yamazaki (Japan), Jay Wang (Taiwan), Marin Astocondor (Peru), Paolo Sala (Italy), Christophe Ackermann (Switzerland).

Members of the previous teams have become judges such as Siegfried Brenneis (Germany), Martin Falardeau (Canada), Moussa Bougaila (Algeria) or Frank Sally (USA). Finally, others, such as Johannes Roos (Brazil), took the taste in this event by being judge in 2013 and have decided to assemble a team.

It is this diversity of nations and languages that is the strength of this competition beyond competition.

*« We hope to have a translator at all times and a duo of entertainers to satisfy the curiosity of*



foreigners for the next edition. Until then we did with the skills of each ambassador. The room of the members of the jury, at the time of the briefings, is a true broth cultures and text explanations. Luc Jenet (Belgian judge for the special prize best assistant) translated into German, Mickaël Jahan in English and Fausta Consonni in Italian. It is a real treat! ' explains Dominique Planchot, Director of the Ambassadors of Bread.

### **The Live contest**



3 days of tests revealed higher than previous years. This trend had already been levied at the national trials. This observation is confirmed when the results since the 5 first teams are elbow to elbow.

Each supporter, each family, each team competing, was able to follow live from 10 h to 17 h 3 days of competition events. Indeed, for 1<sup>ère</sup> times, the Organizing Committee had set up a live broadcast on the internet.

"We found that the information was pretty well backed. The views of this success of hearing, we will surely reiterate the operation for the next edition of the contest, by improving the content and realization. The stories carried out of live streaming, are also online on our website

[www.ambassadeursdupain.com](http://www.ambassadeursdupain.com).

### **Results**

In presence of officials, partners, members and the public, the master of ceremonies, Roger Farjaud, assisted by Bruno Cormerais (President of the Jury) and Dominique Planchot (President of the association), announced the winners of the special awards.



**François Tony Dupuy** (Mill Dupuy Couturier) presented the **special award BIO** team Belgian **Frank Van Vaerenbergh, Jens de Jonghe and Stéphane Van Cauwenbergh**.





**Eric Triouleyre** (Prodelices/UNL) **special price PASTRIES** to the French team, consisting of **Matthew Atzenhoffer, Michel Betrancourt and Jean-Luc Beauhaire.**



**Pascal Tavares** (Saint-Auvent) the **special the best COMMIS award** was presented to **Nicholas Tecchiolli** of the Italian team.



**Dominique Tschann** (Agrano) presented the **special prize TASTE and NUTRITION** to the Japanese team of **Ryo Shinohara, Yoshinori Taniguchi and Ryuji Yamazaki.**



**Patrick Ricci** (for Real Forni) presented the **award special of Artistic Piece** to the Taiwan team, composed of **Yung Hsin Chen, Jia Wen Guo and Jay Wang**.



**Pascal Ricci** (Eurolabo) presented the **Trophy of Ambassadors** to the Taiwanese team of **Yung Hsin Chen, Jia Wen Guo and Jay Wang**.

### And after?



Result of many solicitations and an observation: **the world of bread is exported!**

The top 6 teams (at the score) will participate in the new competition entitled ' **BEST OF world of Bread** ' in November 2016.

This event will take place abroad, alternating with the world of the bread, which will continue to take place in France.

The first edition of this competition will be held in Taiwan. Coincidence with the results of the 5<sup>th</sup> world, this is Fred Chang, referent Ambassador of Bread in Kaohsiung, which had filed a request to host the event. His record, supported by the Taiwanese

Government, retained the attention of the Organizing Committee of the world of bread. The content of the subject is being developed in collaboration with Patrick Ferrand, responsible for the ambassadors of bread contest.



On September 27<sup>th</sup> at the award ceremony of the 5<sup>th</sup> world of bread, the Australia, the Belgium, the Italy, the Japan, France and Taiwan won their passport to the 'BEST OF world of PAIN'. The teams now have 12 months to prepare their participation.



### **Membership ambassadors - 10 years already!**

This gathering of enthusiasts is also an opportunity to build relationships and enhance the trade abroad. Since 2005, the association defends the transmission of gourmet and artisanal bread nutritional values. This is not only the Organization of the competition that drives the Steering Committee of the association, but also professional and cultural meetings.





From small "encounters of the trade" tv shows were conducted on-site with the contest partners and guests on topics such as:

- Bakery equipment,
- training,
- the wife of the Baker,
- the nutritional value of bread,
- the bio sector,
- sourdough

These tv shows will soon be available for replay on the website of the ambassadors of the bread.



The release of the 3<sup>th</sup> book of recipes "**Sourdough to bread**" was the opportunity to meet new followers come to the meeting of the ambassadors of the bread in the fair of Saint-Étienne.

21 sourdough bread recipes created and carried out by adherents ambassadors of bread, a technical file on the elaboration of a sourdough starter (by Marc Dewalque and Patrick Castagna), an article about the nutritional values of sourdough bread (by Christian Rémésy) and a return on the history of sourdough by Hubert Chiron and its scientific composition by Emilie Lhomme.

Available in bookstores and on [www.ambassadeursdupain.com](http://www.ambassadeursdupain.com)  
Editions Tourisme et Découvertes. € 19.50 retail price