

Rigour, professionalism and know-how are audaciously shaken up to release creativity and innovation.



RULES

P R E S S V E R S I O N

REF M024 – 15/09/17



The jury



Johan
SORBERG
Sweden

President of the Jury



Wayne
CADDY
Great Britain



Moïses
CARMONA
Costa Rica



Josep
PASCUAL
Spain



Josef
SCHROTT
Austria



William
WONGSO
Indonesia

The candidates

Pioneers in their profession, the candidates are experts who know how to share their creations, their innovations and to mark the baking trends of tomorrow.

- They will face challenges that force them to leave their comfort zone, to free their expertise and their capacity to explore their profession from every angle.
- The focus is also centred on their ability to pass on know-how.

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DEFIS LANCES AUX CANDIDATS



NUTRITIONAL BREAD MAKING



GOURMET BAKING



ARTISTIC BREAD MAKING

CHALLENGE

1

INTERNATIONAL EXPERTISE

- Traditional French Baguette
- French style baguettes and rolls
- Bread from your country
- Levain bread
- World bread drawn at random
 - Cornbread
 - Tourte au seigle (Rye bread)
 - Polar bread

- Sweet viennese-laminated fermented dough
- Sweet viennese-non laminated fermented dough
- Typical viennese from your country
- Estonian Kringle
- World viennese drawn at random
 - Pandoro
 - Povitica
 - Concha

DEFI

1

THE ART OF DOUGH

Thematic

Symbolise the scene of an historic and regional celebration, which has a significant renown in your country, in its environment".

Artistic evaluation

the artistic piece is evaluated for its dimensions, the dough varieties, its artistic quality, its originality, the creativity & the oral presentation

Taste evaluation

A part of the artistic piece is duplicated to be evaluated for its taste qualities.

CHALLENGE

2

CREATION INNOVATION

Wow factor bread

Wow factor viennese pastry

CHALLENGE

3

BAKE & DINE

Bread takes center plate

Viennese pastry dessert

SHOW PRODUITS

SHOW PRODUITS

JURY EXPECTATIONS

Say goodbye to traditional single scores!

The jury must take into account not only the criteria of expertise, but also the new criteria which enable the evaluation of ideas generated by the candidates, a source of inspiration for the profession. Creativity and innovation are at the heart of the competition – and the jury play a part in developing them.

The jury expectations:

- An extremely high level of expertise
- Creativity
- Innovations
- A complete product presentation booklet
- An impeccable verbal presentation