



And what do they taste like...



Concha bread



This brioche par excellence is served in virtually every Mexican household. Concha bread is very sweet (sugar content between 20 and 30%). Concha bread, which has a soft, moist consistency, is a regular feature at breakfast and is also served at supper, accompanied by a glass of milk. It is sprinkled with a fine mixture of fat, sugar and flour before baking, giving it that distinctive striped look and making it even crunchier!»

Bolillo



In Mexico and El Salvador, Bolillo is a widespread white bread, made from wheat flour. It is served as an accompaniment to meals, above all Mexican cuisine such as *molletes* and *tortas*. Bolillos are oval and normally about fifteen centimetres or five inches long, with golden, crunchy crust and soft, white crumb. The Bolillo has been part of Mexican bread-making since the 19th Century.

EVENT

Mexico triumphs

Mexico, Canada, Costa-Rica, El Salvador and Panama were the 5 representatives from Central and North America who fought it out to go through from the second regional bake-off in the Louis Lesaffre Cup, held at Safmex Baking Center in Mexico from 15th to 18th April 2007.

The competition was unique because of the setting: making bread at over 2500m imposes certain restrictions. The reduced atmospheric pressure has an effect on the dough, which rises more quickly. You have to adjust the proportions of the ingredients. This was the reason why the jury, in a break from the rules, allowed the representatives of the various countries competing to test their products in bakeries on the eve of the competition.

This wonderful sporting attitude and their unbounded enthusiasm were the trademarks of the Safmex team, led by Hervé Bolze, which agreed to help with organising the competition.



From left to right: Josué Oliveira (Viennese Pastry), Armando Velasquez (Artistic Piece1) and Gary Salazar (Baguettes and Special Breads), accompanied by their coach Pedro Loeza and Jean François Celuzza from the Safmex Baking Center

Mexico came out on top in a close-run encounter, standing out in particular thanks to their practical expertise and their ability to work as a team. The team's professionalism and slick organisation shone through in their effective mastery of the restrictions imposed in the competition. The Canadians were runners-up but accepted the verdict with good grace and will be the stand-by replacements from this selection round.

Mexico will have the honour of representing Central and North America at the 2008 Bakery World Cup.

Next meeting : South America selection, from 11th to 15th of june 2007, in Argentina.

DATES

Zone	Venue	Date	Participating countries
Mediterranean - Africa	France Baking Marquette	23 rd -26 th march 2007	Morocco - Tunisia - Algeria - Turkey Turkey winner*
North and Central America	Mexico Baking Safmex	15 th -18 th april 2007	Mexico - el salvador - Costa Rica - Panama - canda Mexico winner*
Asia	China Interbake trade Fair	12 th -14 th may 2007	China - The Philippines - Indonesia Chinese Taipei - South Korea Chinese Taipei winner*
South America	Argentina FITHEP Trade Fair	11 th -15 th june 2007	Argentina - Brazil - Uruguay - Venezuela Colombia - Peru - Chile
Central Europe	Poland Polagra Trade Fair	16 th -19 th sept. 2007	Czech Republic - Poland - slovakia - Hungary - Romania
Eastern Europe	Russia Baking Safneva	28 th -31 st oct. 2007	Russia - Ukraine - Norway - Sweden - Finland
Western Europe	France Baking Marquette	29 th nov.- 3 rd dec. 2007	Spain - Italy - Belgium - Holland - Iceland - Israel - Germany - Denmark

*All the teams to go through will take part in the Bakery World Cup (Europain Trade Fair - Paris, April 2008)



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INTERNATIONAL SELECTIONS
FOR BAKERY WORLD CUP

Find out more

Safmex, Mexican branch of the Lesaffre Group



This latest round of the Louis Lesaffre Cup provides a chance to turn the spotlight on bakers and the products they create. This selection round offers a wonderful opportunity for sharing experience, meeting people and exchanging ideas. All those taking part are winners.

Since it was founded in 1984, Safmex has been through various stages of development. The two key moments so far have been the creation of the Baking Center in 1997 and the opening of a second production unit in Orizaba (Vera Cruz State) in 2006.

The Safmex Baking Center provides the opportunity to organise training courses which are adapted to the customer's needs. The aim of the Baking Center is to assist bakers and provide them with the technical support.

The acquisition of Redstar Principal in 2000, Lesaffre's main competitor in the United States, allowed Safmex to double its dry instant yeast capacity before transferring production to Mexico.

Over the past 20 years Safmex has provided the Lesaffre Group with a springboard to strengthen its position on the American market. Today more than 50% of yeast production is exported from Mexico to the United States.

Lesaffre has become the North American market leader in dry instant yeast.

FOCUS

Bread and a balanced diet

How much bread should we be eating a day? What is the best type of bread for us: white bread or wholemeal bread? Sourdough or yeast bread? Ought we really to eat bread at every meal? Does bread pile on the pounds?

Contrary to received wisdom, bread has a major role to play in a balanced diet. Going on a diet has long meant cutting down on everything and bread in particular. In Mexico, with a population of over 100 million, average bread consumption is less than 87g per person per day!

Yet experts and nutritionists confirm that bread provides the carbohydrates, vitamins and minerals our bodies need. Experts also say that we should focus on slow sugars, rich in starch and starchy substances, which are found above all in bread.



Bread after all is an excellent source of B group vitamins (B1 and B6), essential for a wide range of the body's functions. It is also a lucrative source of magnesium and zinc. The complex carbohydrates contained in bread are assimilated slowly by the body and provide a regular and constant source of energy. By making sure that you eat more wholemeal bread, bran bread, multigrain bread, meslin bread, etc. you can also increase fibre consumption (which aids digestion) and reduce those pangs of hunger.

Bakers are real artists. They conjure with the composition or type of flours used, outdoing one another in terms of inventiveness, perceptiveness and boldness, adding various amounts of cereals such as wheat-germ, malt and bran to bring out certain aromas, incorporating sourdough and adapting their recipes to reveal the widest possible range of flavours... This is all to the benefit of the consumer, who can choose from a wide range of extremely diverse breads. Bread therefore is not only important as a "pleasure" food, but also has a vital role to play in a balanced diet and it is time that it took its rightful place at the head of the table at every meal! And why not get involved in a sporting activity to round off this healthy lifestyle: a healthy diet for a healthy body!

INTERVIEW

Antonio Arias Ordoñez President of Canainpa, the Trade Association of Mexican Bakers

Antonio Arias Ordoñez is the President of Canainpa, the Trade Association of Mexican Bakers. One of three generations of bakers, he runs a company employing a workforce of 55.

Tell us about the make-up of the baking industry in Mexico?

Antonio Arias ORDONEZ: There are 26,500 bakeries in Mexico, employing a total of 400,000 people. The large majority are small companies, baking a total of 3.5 millions tons of flour a year. Our bakers produce their bread with a respect for our bread-making tradition. In my opinion the future of baking can be found in the recipes that have been handed down to us over the generations.

What does organising the Louis Lesaffre Cup represent for your country?

Antonio Arias ORDONEZ: It gives us an opportunity to welcome bakers from other countries and therefore helps us to keep our knowledge up to pace, discover new forms of bread and to highlight what we do. Canainpa is delighted to be able to help with staging this competition. We held a selection process at a national level to choose our team.

I hope to be able to come to Paris in March 2008 with our team and visit the European Trade Fair.

Interview conducted by O. Gondard.



Mister Antonio Arias Ordoñez



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