



Leon Bailey

The 2010 Australian Artisan Baking Cup Baking as International 'Innovation'



The determination to make the 4th Australian Artisan Baking Cup the cornerstone of Australian Baking excellence has concluded with Australia's 'premier' professional Artisan Baking competition concluding as a resounding success. It has now become apparent to all that this innovative competition has evolved into the "roadmap" which fulfills the promise of driving a new 21st century 'Australian Artisan Baking' brand internationally, which truly represents and heralds a new era of opportunity for all within our beloved Baking industry

The Australian Artisan Baking Cup is a deliberate effort to forge a common and shared vision across all Baking Industry stakeholders and it is with the cherished sponsors support that the 2011 international baking team, Team Bakery Australia has now been chosen. This elite group of Australians Bakers, will be representing "you" at the 5th Sigep Bread Cup in Italy in January 2011 and if you would love to support the team in any way please contact Andrew at the Leading Edge 03 9773 4266

The Australian Artisan Baking Cup is not a game where only the winners are the world-class practitioners with accolades from their peers or the business enterprises which capitalize and profit for themselves. The 2010 Australian Artisan Baking Cup is a rising tide of knowledge for everyone that lifts all "boats" when it comes to prosperity, standards of food quality and holds the aspirations of every baker and pastry cook within Australia

Mauro Alboni, President of the Sigep Bread Cup, International Judge and founding member of Club Arti & Mestieri, described the Australian Artisan Baking Cup as "truly a world class competition, which celebrates the spirit of the international championship. It reflects the international cultural values of openness and ingenuity which celebrates both food quality and trade professionalism". Mauro played a key role in the awards ceremony presenting all the winners with their awards, and in doing so, his presence at the 2010 Australian Artisan Baking cup has created a fantastic opportunity to bring out two great Baking nations, Italy and Australia, closer together. I must thank the Australian Ambassador in Rome, Hon Amanda Vanstone for her wonderful support and assistance in bringing Italy's number 1 baker to Australia.

Just imagine Australia ...the concept of a national professional baking 'system', creating opportunities for all

professional Bakers and Pastry cooks from every state and territory in Australia. Working harmoniously in 8 teams of 3 with all the parts of the teams working in unison. Not only all the competitors, public, judges and organizers collaborating together, but between business, equipment suppliers, education providers, cultural communities and a myriad of other stakeholders. A baking celebration which is the nearest thing to a national baking innovation strategy, with one, five and ten year targets. Well, its here...The 2010 Australian Artisan Baking Cup is not the centrally imposed grand plan, but a direction setter that tolerates and accommodates diverse paths and different goals.

The Australian Artisan Baking Cup has also been shown to possess specific Baking industry building empowering capabilities. It is often said that all the action seems to happen at the borderlines, the frontier breakthroughs from cross-disciplinary insights, melding of functions and forms, and convergence and recombination's of Artisan and new food technologies.

The Australian Artisan Baking Cup is also a direct catalyst for knowledge generation, competitive edge and new opportunities in the international food arena. Just take a look at Team Bakery Australia and the concept of "mining" then "exporting" Australian baking talent. Team Bakery Australia has harnessed its location-specific assets and becomes not only a good home for value creation. but a great destination for future business, for all.

The next Australian Artisan Baking Cup will be held in 2011 and will continue to evolve and showcase those market shaping and market enhancing activities that help propel all Australian Bakeries into the areas of economic endeavor which are the real generators of tomorrow's prosperity and business success.

The Australian Artisan Baking Cup has up until now really only skated across the surface of its own potential and the new initiatives in the 2011 competition will continue to change the trend line from "Baking as Usual" to **"Baking as International Innovation"**

Watch this space...

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