

THE  
BREAD BAKERS  
GUILD OF  
AMERICA

**For Immediate Release**

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**NATION'S TOP BAKERS SELECTED TO BREAD BAKERS GUILD TEAM USA 2005**  
*Three-man Team to Represent U.S. at the World Cup of Baking in Paris*

March 22, 2004, Pittsburgh, Pa. -- The Bread Bakers Guild of America today announced the three winners in the competition for a spot on **Bread Bakers Guild Team USA 2005**. Team members were selected during the national finals held this weekend at the RBA (Retailer's Bakery Association) Marketplace in Orlando, Fla.

The three-man team will spend the next year preparing for the prestigious Coupe du Monde de la Boulangerie (World Cup of Baking) to be held in Paris, France on April 18-20, 2005.

Members of Bread Bakers Guild Team USA 2005 and the categories they represent are: **Jory Downer** of Bennisons Bakery in Evanston, Ill., Viennoiserie Category; **William Leaman** of The Essential Baking Company in Seattle, Wash., Artistic Design Category; and **Jeffrey Yankellow** of the San Francisco Baking Institute in San Francisco, Calif., Baguette and Specialty Breads Category.

Led by Team Manager Tim Foley of Bit of Swiss Pastry Shoppe in Stevensville, Mich. and Team Coach Didier Rosada of the San Francisco Baking Institute in San Francisco, Calif., the three-man team will spend hundreds of hours together and independently studying, planning, and training for the international competition.

The highly competitive three-stage selection process is conducted by The Guild every three years to choose a team to represent the United States at the Coupe du Monde de la Boulangerie in Paris. Guild sponsored teams have always performed well at the international event. In 1999, Team USA captured first place and in 2002 took home the silver.

Considered the Olympics of Baking, the intense competition features teams from 12 countries trying to outdo each other in the three categories. Held every three years in Paris, the Coupe du Monde is the world's only competition where bakers who practice the craft of artisan baking can compete against the many old-world traditions of the various countries involved. Team USA is sponsored by The Bread Bakers Guild of America as part of its efforts to improve the quality of baking through continuing education and training.

The Bread Bakers Guild of America is a non-profit organization for professional bread bakers, bakery owners, suppliers, technical experts and home bread bakers. It was formed on April 7, 1993 to promote the interaction and exchange of information between members and to raise professional standards of artisan bread baking through education. For more information, contact Executive Director Gina Renée Piccolino at 412/823-2080.