



San Francisco Baking Institute

**FOR IMMEDIATE RELEASE**

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**SAN FRANCISCO BAKING INSTITUTE INSTRUCTOR WINS PLACE ON  
BREAD BAKERS GUILD TEAM USA 2005 - *Will Represent the United States at  
the 2005 Coupe du Monde (the Olympics of Baking)***

March 29, 2004 --- South San Francisco, CA --- Jeff Yankellow, Baking and Pastry Instructor for the San Francisco Baking Institute, has won a spot on the Bread Bakers Guild Team USA 2005 and will compete on a three man team at the Coupe du Monde in Paris, France on April 18-20, 2005. Team members were selected during national finals in March at the Retail Bakery Association Marketplace in Orlando, FL.

The highly competitive three stage selection process is conducted by the Bread Bakers Guild every three years to choose a team to represent the United States at the Coupe du Monde de la Boulangerie in Paris. Considered the "Olympics" of baking, the intense international competition features teams from twelve countries competing in three categories: Viennoiserie, Artistic Design and Baguettes & Specialty Breads.

Jeff Yankellow, who won in the category of Baguettes & Specialty Breads, said, "I am very honored to represent the United States at the Coupe du Monde. The competition was a great learning experience and I look forward to training with my team this year."

The San Francisco Baking Institute is also represented on Team USA by its Head Instructor, Didier Rosada, who has acted as a Team Coach for several years in a row. Team USA 2005 will spend hundreds of hours throughout the next year in preparation for the prestigious Coupe du Monde competition. Training will be held at the San Francisco Baking Institute (SFBI) in South San Francisco, CA. SFBI has been a strong supporter of Team USA for several years, providing training expertise and space at its campus in South San Francisco.

Since 1996, the San Francisco Baking Institute has trained hundreds of professional and aspiring bakers from all over the world. SFBI baking consultants travel the globe, bringing the artisan baking tradition to countries such as China, Australia, Russia and Japan. SFBI is recognized within the baking industry as a leader in building the future of artisan baking.

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