MArcq en Baroeul - FRANCE / December 30th 2022

Lesaffre inaugurates a new Baking Center™ in Jordan

**Continuing the strategic development of its international network, Lesaffre inaugurated at the end of November 2022, the first Baking Center™ in Jordan, located in Zarqa - Russaifa. The inauguration ceremony was held in the presence of the Jordanian Minister of Investment, Kholoud Al-Saqqaf, the French Ambassador, Alexis Le Cour Grandmaison, Saleh Al-Share, General Manager of Lesaffre Jordan and Gaëtan Jegoux, Director of the International Baking Center™ network.**

***Lesaffre's 50th Baking Center™***

This is the 50th Baking Center™ that Lesaffre has opened, on the eve of the 50th anniversary of the creation of the first Baking Center™ by Lesaffre in 1974. The Baking Center™ is a pioneering concept created to meet the needs of bakery customers. Today, the international network operates as a reference in baking fermentation.

Since its creation, it has put its expertise and know-how at the service of its customers: market knowledge, innovation, formulation, sensory analysis, scientific support, technical assistance, and training. Every day, more than 300 technicians work as co-innovators with their customers to develop baking processes and products of tomorrow.

This past year, the training courses that are provided within the Baking Center™ network have diversified and adapted to the changing constraints of customers. Thus, in addition to training courses on the art of bread-making, Lesaffre has also developed training courses on the management of water and energy consumption in the bread-making process, and other training courses that explore new baking processes, the reduction or elimination of waste and the optimization of the baker's time and resources.

*"When the first Baking Center™ was created fifty years ago, our customers immediately embraced the principle of a center of expertise that trains them in the art of bread-making. It is with our bakers that customers, in a spirit of co-construction, develop their know-how and cultivate excellence. The principle of the Baking Center™ is firmly in line with the Lesaffre spirit: to be as close as possible to our customers and to provide them with innovative, concrete, rapidly applicable and sustainable solutions*", says Thomas Lesaffre, Lesaffre Baking Marketing Director.

***A new investment for the Jordanian baking business***

Lesaffre has been present in the Middle East region for over 30 years commercially and through its 5 production plants in the region (Turkey, Jordan, and Egypt). This new Baking Center™ will be managed by Lesaffre Jordan, a subsidiary of Lesaffre, in cooperation with the group's historical partner in the country: Yeast Industries Co (Astrico).

Jordanians consume an average of 90kg of bread per year per capita. Lesaffre Jordan currently employs more than 70 people in its yeast and bread ingredients production plant, as well as in commercial management positions.

The Baking Center™ in Jordan aims to ensure greater proximity to customers in the region and to support customers with diverse and varied profiles, from artisanal bakers to industrial bakers. Lesaffre's experts and technicians working in Jordan have a strong knowledge and experience of the specificities of the region. They provide concrete solutions for the use of yeast, sourdough, mixes, premixes and blends in local recipes such as al-jubz (round, spicy bread baked in a wood-fired oven), shark (Bedouin bread) or fattah (fried bread).

*"We are proud to inaugurate the Baking Center™ in Jordan, which will enable us to provide additional support to our customers in the country and in the region. Drawing on Lesaffre's expertise and a strong catalogue of training courses, our Baking Center™ allows our customers to test, and experience our products, while perfecting the art of bread making,"* says Saleh Al-Share, General Manager of Lesaffre Jordan.

À propos de Lesaffre

A key global player in fermentation for more than a century, Lesaffre, with a €2.2 billion turnover, and established on all continents, counts 11,000 employees and 90 nationalities. On the strength of this experience and diversity, we work with customers, partners, and researchers to find ever more relevant answers to the needs of food, health, naturalness, and respect for our environment. Thus, every day, we explore and reveal the infinite potential of microorganisms.

To nourish 9 billion people, in a healthy way, in 2050 by making the most of our planet’s resources is a major and unprecedented issue. We believe that fermentation is one of the most promising answers to this challenge.

**Lesaffre – Working together to better nourish and protect the planet**

More information on [www.lesaffre.com](https://www.lesaffre.com/)

Join us on [LinkedIn](https://www.linkedin.com/company/lesaffre/) and [Twitter](https://twitter.com/Lesaffre_Group)