

## **All Rise!**

**Tiptree World Bread Awards with Brook Food** closed to entries on Wednesday 7 September, with entries up for the fourth year running.

With an increase to almost 600 entries from across the United Kingdom, some categories showed significant growth such as Sourdough, which grew by 10% and the Real Bread Campaign category sponsored by Shipton Mill by an astonishing 30%.

Over 90 judges will make their way to Westminster Cathedral in two weeks' time to smell, squeeze and taste hundreds of loaves, ranging from sourdough, to fruit bread to speciality loaves.

The People's Choice category blasted all expectations and increased by over 80%!

The overall winner will receive £1000, plus fabulous KitchenAid goodies worth £1200. Shipton Mill is also offering the winner of the Real Bread campaign category a prize of £500. The overall winner will be featured in an extensive national PR campaign following the Awards in October.

Launched in 2013, the awards are open to professional bakers and home-bakers, old and young, and seek to celebrate the rise and rise of the British passion for bread. We buy an astonishing 12 million loaves every day, and more than half the population baked their own bread last year.

James Freeman was our winner in 2015; his Great British White beat off competition from hundreds of loaves sent in from around the United Kingdom to take the title.

[www.worldbreadawards.com](http://www.worldbreadawards.com)

For further information, interview requests and invitations to the awards evening, please contact, Sue Richmond, mobile: 07708 690707, email:

[sue@thefoodawardscompany.co.uk](mailto:sue@thefoodawardscompany.co.uk)