**Mix and Batch!**

If you ever longed for a magnificent KitchenAid mixer to grace your worktop, then now is your chance to scoop one with your finest home-baked loaf. For the very first time, **KitchenAid** are sponsoring the **Home Baker** categories of the **Tiptree World Bread Awards with Brook Food 2018**, the UK’s leading awards for bread baking.

In their sixth year, the Awards are firmly established in the calendar of the UK’s bakers, both professional and amateur, and provide a much-admired benchmark for the nation’s most talented.

There are two Home Baker categories – Open and Sourdough - and the triumphant winner of each one will each take home an Artisan 4.8L Tilt Head Stand Mixer (MSRP from £549).

To be in the mix and have your bread judged by the likes of Henry Herbert, one of the Fabulous Baker Brothers, Frances Quinn, Great British Bake Off and Andrew Whitley, Founder, The Real Bread Campaign, make sure you register your entries on [www.worldbreadawards.com](http://www.worldbreadawards.com) by Wednesday 5 September 2018.

Your lucky loaves will need to be delivered to Cathedral Hall, Westminster on Wednesday 26 September by 1pm.

The Finalists will be invited to a magnificent harvest-supper themed evening reception at St John’s Hyde Park, to mingle with royalty of the bread-baking world, sip Tiptree gin cocktails to the strains of live jazz and await the momentous announcement of the winners.

So dust off your dough hook, fill up your flour bags and show you were ‘bread’ for stardom!

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

@WorldBreadAward

For further information and interview requests, please contact: Cat Shaw, email: cat@thefoodawardscompany.co.uk Mobile 07866 689932

**Editors’ Notes:**

**Tiptree** is headline sponsor of the World Bread Awards. The first Tiptree preserves were made in 1885 and Tiptree jams and preserves are now sold across the world, many of them made with fruit still grown on their farms in Essex [www.tiptree.com](http://www.tiptree.com/)

**Brook Food are the UK's leading supplier of New and refurbished bakery equipment.**Passionate about the bakery industry and proud to pass on this enthusiasm to their customers Brook Food supply machinery to all sectors of the baking industry, offer consultation and design services and run bakery courses in their state of the art test facility. [www.brookfood.co.uk](http://www.brookfood.co.uk/#_blank)

**Carr’s Flour Mills** - When Jonathan Dodgson Carr founded the company in 1831 he knew that to make the best bread you need the very best flour.

Today Carr’s combines the latest technology with centuries-old milling skills to produce flours of the very highest quality and consistency. [www.carrs-flourmills.co.uk](http://www.carrs-flourmills.co.uk/)

**KitchenAid** - the original KitchenAid Artisan 4.8L Stand Mixer was designed in 1937 by one of the great American style gurus, Egmont Arens, and it remains timeless in its simplicity and function, creating perfect dough. [www.kitchenaid.co.uk](http://www.kitchenaid.co.uk/)

**Muntons**has been producing malt and malted ingredients for over 90 years, since it was established in 1921. During this time Muntons has grown to become a significant international player in the supply of malts, malt extracts, flours and flakes to the food and drinks industry. [http://www.muntons.com](http://www.muntons.com/)

**Shipton Mill**, the Gloucestershire water mill, specialises in ancient wheats and organic flour and is sponsor of the Real Bread Campaign category. Founded by John Lister, Shipton Mill traces its origins back to a flour mill on the same site in the Middle Ages. “We are long-standing supporters of the Campaign and it is the perfect match for us.” <https://www.shipton-mill.com>

**Tiptree Patisserie** – the home of exceptional quality handmade patisserie and cakes, including their award winning Victoria sponge. The Patisserie pride themselves on the quality of the ingredients they use in the making of their products, the individual skill and attention that goes into baking by hand and ultimately the exceptional quality of their finished delights. [http://www.tiptreecakes.com](http://www.tiptreecakes.com/)

**Zeelandia** Ltd is part of the Royal Zeelandia Group, serving the professional baking industry around the world with high quality baking ingredients. The company was established in 1900 in Holland and has been operating in the UK since 1956.  In 2017 James Fleming & Co a company with over 150 years of experience in the production of jams, caramels and mincemeats became part of the Royal Zeelandia Group

[http://www.zeelandia.co.uk](http://www.zeelandia.co.uk/)

* **Event supporters of Tiptree World Bread Awards with Brook Food:**

* + Andrew Ingredients [http://andrewingredients.co.uk](http://andrewingredients.co.uk/)
	+ Craft Bakers’ Association [http://www.craftbakersassociation.co.uk](http://www.craftbakersassociation.co.uk/)
	+ The Kids Cookery School [www.thekidscookeryschool.co.uk](http://www.thekidscookeryschool.co.uk/)
	+ National Bakery School <http://www.lsbu.ac.uk/about-us/history>
	+ Northern Ireland Good Food [https://www.nigoodfood.com](https://www.nigoodfood.com/)
	+ Real Bread Campaign <http://www.sustainweb.org/realbread/>
	+ Toast Ale [http://www.toastale.com](http://www.toastale.com/)