

Baker of Britain's best loaf is toasted for his skill - at the Tiptree World Bread Awards

Stars of the bread-baking world from across the UK came together in London on Tuesday 6 October 2015 for the much-anticipated announcement of the winner of the **Tiptree World Bread Awards with Brook Food**
www.worldbreadawards.com

At a harvest supper-style awards ceremony at **St John's Church, Hyde Park, Stephen Hallam**, Master Baker, Managing Director of Dickinson & Morris and Chair of the Judges was delighted to declare **James Freeman**, of **Victoria Bakery, Barnet** as Winner of the Great British White category – and overall winner of the Awards, handing him £1000 and his trophy.

"The competition was higher and the field more numerous than ever," says **Hallam**, whose fellow Judges **Frances Quinn**, Great British Bake Off, **Paul Heygate**, Master of the Worshipful Company of Bakers and **Andrew Whitley**, Founder The Real Bread Campaign. "We had very demanding criteria for judging, and every loaf was judged anonymously."

James beat off competition from loaves sent in from around the United Kingdom – delivered by courier, taxi and in person on the morning of the judging at Cathedral Hall, Westminster Cathedral, to ensure maximum freshness.

The Tiptree World Bread Awards, launched in January 2013, seek to celebrate the very best of British bread baking. Entries have more than doubled since then. With 12 million loaves sold in the UK every day, it is an industry whose greatest exponents deserve to be celebrated. "The choice, range and quality of bread in Britain today is immense," says **Caroline Kenyon**, Director of the Awards.

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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
- **Brook Food** is passionate about the bakery industry and proud to pass on this enthusiasm to their customers when working with them on equipment solutions for their businesses www.brookfood.co.uk

- **Partners of Tiptree World Bread Awards are:**

- KitchenAid – www.kitchenaid.co.uk
- Craft Bakers' Association
<http://www.craftbakersassociation.co.uk>
- Scottish Bakers <http://scottishbakers.org>
- Real Bread Campaign <http://www.sustainweb.org/realbread/>
- The Kids Cookery School www.thekidscookeryschool.co.uk