

Bread Proves Itself a Winner

Bread entries for Tiptree World Bread Awards blast through last year's entry levels

As the last minutes of Sunday 31 August ticked away, the entries were still coming for the Tiptree World Bread Awards 2014, culminating in astonishing 115% increase on last year, the Awards' inaugural year.

"We are absolutely delighted," says Kathleen Codd, Event Manager for the Awards. "12 million loaves are eaten in Britain every day and these Awards recognise the skill and experience that goes into that."

There will be hundreds of freshly-baked loaves from across the country to judge on the Judging Day on 17 September 2014 at Cathedral Hall, Westminster Cathedral, when dozens of judges converge to give their opinion. (Last year, bread was even flown up from Cornwall that morning, delivered by the bakers' mother in a suitcase.)

This year, the Judging Panel includes industry legends such as Chair of the Judges, Stephen Hallam, master baker and Managing Director of Dickinson & Morris, Andrew Whitley, Founder of The Real Bread Campaign, David Roberts, Federation of Bakers, as well as Frances Quinn, winner of Great British Bake Off 2013 and Nigel Barden, food and drink broadcaster on BBC Radio 2.

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Editor's 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
- **The judging panel:**

Our judges to date are a fabulous slice of bakers and foodie experts, including Nigel Barden, *BBC Radio 2, Food and Drink Broadcaster*, Karen Barnes, *Editor, Delicious*, David Bentley, *Master, The Worshipful Company of Bakers*, Charles Campion, *Food Critic, Masterchef*, Aidan Chapman, *Master Baker, Phoenix Bakery and River Cottage*, Alan Clarke, *Chief Executive, Scottish Bakers*, Linda Collister, *Author, Baking Bible, From Ciabatta to Rye*, Leanne Cooper, *Editor, Making Cakes & Bakes*, Sally Cox, *regular contributor BBC Good Food*, J P Devlin, *Saturday Live, BBC Radio 4*, George Fuller, *Craft Bakers Association*, Duncan Glendinning, *founder, The Thoughtful Bread Company*, Helen Graves, *Blogger, Food Stories* and the London

Review of Sandwiches, Steve Groves, Mastechef, Rachel Green, *Chef and Campaigner*, Jean Grieves, *Retired Principle, Tameside Bakery College*, Emmanuel Hadjiandreou, *School of Artisan Food and author of How to Bake Bread*, Stephen Hallam, *Master Baker, MD Dickinson & Morris*, Fiona Hamilton-Fairley, *Founder and Principal, The Kids Cookery School*, Linda Hewett, *Home Baker, Tutor and Broadcaster, Fulbeck Bakery*, M A Holling, *Craft Bakers Association*, Sally Jackson, *Chairman, FARMA*, Laura James, *Brand Ambassador, AGA*, Charlotte Jones, *UK Glam Food and Lifestyle Editor*, , Vanessa Kimbell, *Specialist in sourdough, Juniper & Rose Kitchen Garden School*, Hannah Marriage, *Marriage's, the Master Millers*, Frances Quinn, *Great British Bake-Off Winner 2013*, Jack Prince, *The Pocket Bakery*, David Roberts, *Federation of Bakers, Chairman Bread Advisory Panel, Flour Milling and Baking Research Association, Chairman British Baking Society*, Melissa Scamporlino, *Owner, Hercule's Cakehouse*, Peter Sidwell, *TV Chef, Development Chef and Retail Brand Owner*, Ian Thurgood, *Joint Managing Director, Wilkin & Sons, Tiptree*, David Tomlinson, *Former Technical Executive of Warburton's of Bolton*, Phil Vickery, *TV Chef*, Alexander Waugh, *Director General, Nabim (National Association of British & Irish Millers)*, Hugh Weeks, *Technical Consultant to the Bakery Industry* and Andrew Whitley, *founder of The Village Bakery, Real Bread Campaign*

- Partners of Tiptree World Bread Awards are:
 - KitchenAid – www.kitchenaid.co.uk
 - Real Bread Campaign <http://www.sustainweb.org/realbread/>
 - Flour Power City www.flourpowercity.co.uk
 - Waitrose Cookery School
http://www.waitrose.com/home/inspiration/waitrose_cookery_school.html
 - The Kids Cookery School www.thekidscookeryschool.co.uk
 - Farming & Countryside Education www.face-online.org.uk
- Tiptree World Bread Awards closes for entries on **31 August 2014**
- Judging to take place at the Cathedral Hall, Westminster Cathedral on **Wednesday 17 September 2014**
- Winners to be announced at the Awards Evening Harvest Supper on **Tuesday 7 October 2014** at St John's Hyde Park
- The Food Awards Company Ltd, a sister company of Kenyon Communications, award-winning specialists in both food PR and in delivering national awards, is owner of Tiptree World Bread Awards 2014