

Bread, On the Rise!

It may still be full steam ahead for the Great British Bake Off contestants, but **Tiptree World Bread Awards with Brook Food** closed on Sunday 31 August, with entries up 20%, proving we are still a nation of dough lovers!

Over 70 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 Gluten Free category entries are up 100% and the new Home Baker Sourdough category has also been hugely popular.

The overall winner will receive £1000, plus fabulous KitchenAid goodies worth £1200. The winner will also 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.

Peter Cook was our winner in 2014; his Ciabatta beat off competition from hundreds of loaves sent in from around the United Kingdom to take the title.

We have our very own bevy of bake-off beauties on the judging panel, including, **Frances Quinn**, **Luis Troyano** and **Kimberley Wilson**, as well as a host of bread industry experts.

www.worldbreadawards.com

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

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