**By George, could your baguette be the best in Britain?**

Bakers of Britain, stand by your baguettes! The battle of the bread sticks is on!

Carr’s Flour Baguette is a hotly-fought category of the Tiptree World Bread Awards, known to bakers across the nation as the Bread Oscars, and now is the time to register your winning loaf.

“Baking a baguette is a true test of technical skill,” says Simon Cheek, Marketing Manager of Carr’s Flour, sponsors of the award. “A top baguette needs to be really consistent and provide that delicious contrast of crunch and crumb.”

So if you are passionate and proud of your baguette, make sure it’s in the running for the top trophy. A panel of bread aristocracy – stars of bakery and screen including Henry Herbert of the Fabulous Baker Brothers, winners of the Great British Bake Off and many more - will be judging it on the day in September at Cathedral Hall, Westminster Cathedral when hundreds of loaves arrive from across the country. By plane, train and automobile, it is a bread sight to behold.

Tiptree World Bread Awards with Brook Food – open for entries from 5 February 2019 until 4 September 2019.

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

@BreadAwardsUK

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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](http://www.tiptree.com/)

**Brook Food**are suppliers of bakery equipment to the entire industry from micro-bakeries right the way to industrial plants, they are 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](http://www.brookfood.co.uk/)

**Carr’s Flour Mills** - Founded in 1896 on the principles of excellence, innovation and customer satisfaction, the millers at Carr’s take extreme care to ensure all of their flours fulfil their baking potential. It is this personal touch, alongside the very best 21st century technology, which ensures only the finest flours are produced, time after time. [www.carrs-flourmills.co.uk](http://www.carrs-flourmills.co.uk)   
Instagram and Twitter: @carrs\_flour #GettingTheBestOutOfWheat #CarrsFlour

The original **KitchenAid** Stand Mixer was designed in 1937 by one of the great American style gurus, Egmont Arens.  100 years on and KitchenAid remains the watchword for solid, substantial, beautifully made appliances that are built to last.

[kitchenaid.co.uk](http://kitchenaid.co.uk/)

#makinghistory100

**Shipton Mill**, lovingly restored by John Lister in 1979, has had a mill situated on this site since the Domesday Book, and craftsmanship remains at its heart. They mill a beautiful range of flours, from well-loved classics, to specialist rare varieties of ancient grains. Their product has been described as the “Prada or Gucci of flours” and they supply the most exciting and talented bakers from all over the world.

**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/>
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