

Press Release

Our Industry experts have Flour Power!

Now in its third year, **Tiptree World Bread Awards** is seeking professional and home bakers for the 2015 competition.

Our industry judges certainly know a thing or two about judging the best loaves. On hand to taste test your bread are; **George Fuller** and **Mike Holling** of the Craft Bakers Association, **Alan Clarke**, Chief Executive, Scottish Bakers, **Andrew Whitley**, founder of The Village Bakery and Co-founder of the Real Bread Campaign and of course our Chairman, **Stephen Hallam**, Master Baker, and Managing Director of Dickinson & Morris.

Bread is a world food and baking it is a huge undertaking – 12 million loaves are sold every day in the UK. Along with home-baking, the phenomenon of the artisan bakery has really taken off in the last decade

Your starring roll could also be scrutinised by **Charles Geary**, National Chairman of the Alliance for Bakery Students and Trainees, 6 Times Champion Baker of England and also known as Mr Bread, **Colin Lomax**, Former Technical Manager and Baker and **Hugh Weeks**, Technical Consultant to the Baking Industry.

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.

The awards close to entries on 31 August 2015 and the judging will take place in September. The winners will be announced in October at a harvest supper-style ceremony at **St John's Hyde Park**, London.

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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
- Associated charity is **Farming and Countryside Education** (FACE), the leading charity providing food, farming and countryside education to children, through practical, interesting and enjoyable activities in the classroom and on farms
www.face-online.org.uk
- **Partners of Tiptree World Bread Awards are:**
 - Craft Bakers' Association
www.craftbakersassociation.co.uk
 - KitchenAid – www.kitchenaid.co.uk
 - Real Bread Campaign
<http://www.sustainweb.org/realbread/>
 - Scottish Bakers www.scottishbakers.org
 - The Cake & Bake Show
www.thecakeandbakeshow.co.uk
 - The Kids Cookery School
www.thekidscookeryschool.co.uk