

Hit the Breadlines!

Still time to enter your Real Bread for the bread Oscars...

If you are proud of your Real Bread loaves, now is the time to gain the glory and recognition you deserve at the UK bread Oscars, Tiptree World Bread Awards with Brook Food.

Make sure you register your winning loaf:

<https://www.worldbreadawards.com/login/?action=register> by Wednesday 5 September 2018 and then it could be you raising the trophy at the glittering Awards Evening in London in October, jam-packed with the stars of the bread world.

“We are delighted to sponsor the Real Bread Campaign category,” says John Lister, founder of Shipton Mill. “Doing well at the World Bread Awards is a great accolade for a baker – we know how hard they work and it is a pleasure to acknowledge that.”

The stellar panel of judges this year includes legendary baker Richard Bertinet, Chris Holister of Shipton Mill, and Andrew Whitley Founder of The Village Bakery and Real Bread Campaign.

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.

The Real Bread Campaign is part of the charity Sustain, the alliance for better food and farming. The Campaign is finding and sharing ways to make bread better for us, better for our communities and better for the planet.

@BreadAwardsUK

For further information and interview requests, please contact: Cat Shaw,
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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

Carr's Flour Mills - When Jonathan Dodgson Carr founded the company in 1831 he knew that to make the best bread you need the very best flour.

Today Carr's combines the latest technology with centuries-old milling skills to produce flours of the very highest quality and consistency www.carrs-flourmills.co.uk

KitchenAid - the original KitchenAid Artisan 4.8L Stand Mixer was designed in 1937 by one of the great American style gurus, Egmont Arens, and it remains timeless in its simplicity and function, creating perfect dough. www.kitchenaid.co.uk

Muntons has been producing malt and malted ingredients for over 90 years, since it was established in 1921. During this time Muntons has grown to become a significant international player in the supply of malts, malt extracts, flours and flakes to the food and drinks industry. <http://www.muntons.com>

Shipton Mill, which was restored by John Lister almost 40 years ago, mills a beautiful selection of exceptional flours, using both ancient stone-ground milling methods as well as more modern roller milling. Craftmanship and traditional methods combine to produce flours for both the every day and the most niche and specific requirements, with something for everyone. <https://www.shipton-mill.com>

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>

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>

Event supporters of Tiptree World Bread Awards with Brook Food:

- Andrew Ingredients <http://andrewingredients.co.uk>
- Craft Bakers' Association <http://www.craftbakersassociation.co.uk>
- The Kids Cookery School www.thekidscookeryschool.co.uk
- National Bakery School <http://www.lsbu.ac.uk/about-us/history>
- Northern Ireland Good Food <https://www.nigoodfood.com>
- Real Bread Campaign <http://www.sustainweb.org/realbread/>
- Scotland Food and Drink <http://www.foodanddrink.scot>
- Toast Ale <http://www.toastale.com>