

Tiptree World Bread Awards with Brook Food 2017

It's time to throw down the Sourdough gauntlet!

The ever-popular Sourdough category sponsored by Brook Food is looking for the lord of the loaf, the sir of the sourdough, the dame of the dough, to reign supreme at this year's awards in October.

Sourdough bread has taken the country by storm as people have begun to appreciate its unique and varying flavor, depending on the starter used as well as the grain.

Lead judge of the sourdough category Vanessa Kimbell, a renowned sourdough expert, who teaches people how to bake it says, "We've been making bread for the best part of 10,000 years. Sourdough is known as the emperor of bread. Its long slow sourdough fermentation process produces incredibly delicious bread, which is easily digestible and highly nutritious. Increasingly home bakers are producing some really exciting artisan loaves, so I can't wait to see what entries we receive year."

"I have also spent a lot of time researching the unique combination of heritage flour and the long slow sourdough fermentation process, which produces the most incredible bread, that is the most easily digestible and nutritious bread that you can eat." Say Vanessa "but what makes it even more special is that it is the kind of bread that many people who can't eat commercial bread can enjoy too."

As well as the professional sourdough class, we are also searching for the nation's best home bakers, seeking the finest home-baked sourdough.

Visit www.worldbreadawards.co.uk and register your entry by 6 September 2017 for a chance to rub shoulders with the stars of the bread-baking world at our magnificent Awards Supper at St John's Hyde Park, London, in October.

For further information contact: Sue Richmond, email:
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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 our 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>

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>

Partners for 2017:

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>