

Jam Today not Tomorrow!

An exciting new category is unveiled for the second
Tiptree World Bread Awards

The Tiptree Showstopper category has just been introduced to the Tiptree World Bread Awards www.worldbreadawards.com for the first time.

"We want to see the best and most inventive breads using a Tiptree product as an ingredient," says Caroline Kenyon, Director of the Awards. "They have a fabulous range, from sweet jams and jellies to savoury chutneys and mustards, and it will be really exciting to see what all these talented bakers around the country can create."

Tiptree www.tiptree.com, who are headline sponsor of the awards launched in 2013, are world famous for their preserves were first made in 1885. Tiptree jams and preserves are now sold across the world, many of them made with fruit still grown on their fruit farms in Essex www.tiptree.com

The awards are open to register for entries until **Sunday 31 August 2014**, 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**, and the overall winner will receive a cheque for £1000.

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Editor's Notes:

- Partners of Tiptree World Bread Awards are:
 - Real Bread Campaign <http://www.sustainweb.org/realbread/>
 - Flour Power City www.flourpowercity.co.uk
 - Waitrose Cookery School
http://www.waitrose.com/home/inspiration/waitrose_cookery_school.html
 - The Kids Cookery School www.thekidscookeryschool.co.uk
 - Craft Bakers Association - www.masterbakers.co.uk
 - Scottish Bakers - www.scottishbakers.org

- The Food Awards Company Ltd, a sister company of Kenyon Communications, award-winning specialists in both food PR and in delivering national awards, is owner of Tiptree World Bread Awards 2013

