

Keep it real!

The hotly-fought Real Bread Campaign category of the Tiptree World Bread Awards with Brook Food 2019 is open for entries!

The category, sponsored by Shipton Mill, is one of the most popular categories of the Awards widely regarded as the UK bread Oscars. Winning brings the lucky baker not only glory and national publicity, but also a cheque for £500.

The rules are clear. It may be bread of any variety made according the criteria of the Real Bread Campaign, that is, 'made without the use of processing aids or any other artificial additives. So it is a true test of skill and talent.

Chris Holister of Shipton Mill, whose flour is a favourite of Real Bread Campaign bakers, says, "It is such a highlight of our year to recognise the hard work of Real Bread bakers across the country and we look forward to meeting the Finalists of 2019."

And Real Bread Campaign's Chris Young who is a judge, gives his top three tips for success in the Awards:

1. **Practice, practice and practice again:** Get it *right* before entering, rather than sending a loaf you've not baked before, which doesn't turn out very well but you've run out of time to bake another
2. **Bake more than one of each loaf:** Cut one open to make sure the batch is fully-proved and fully-baked
3. **Keep it simple:** Don't go for all sorts of bonkers flavour combinations thinking you'll impress the judges. What I'm looking for is a novice baker who's turned three or four honest ingredients into a decent loaf, or a true artisan who's elevated them into a simple, but elegant, work of art.

So, roll up your sleeves now and get practising for the greatest bread show on earth.

It could be you lifting that Real Bread Campaign trophy in October 2019!

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

<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

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

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

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

#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>

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>

