

We're on a Roll for National Bread Week!

- at the Tiptree World Bread Awards

With celebrity baker **Paul Hollywood**, Britain's latest heart-throb, showing us all weekly how to bake bread, Britain is seized with bread-making fever as National Bread Week approaches **16 April-22 April 2013**.

John Lewis have said that purchases of bread-making accessories are up by **60 per cent** compared with last year while **Currys** reported a **30 per cent** increase in sales of baking equipment. An astonishing **12 million loaves** are sold every day in the UK and **99 per cent** of households buy bread. Truly our daily bread!

The **Tiptree World Bread Awards** www.worldbreadawards.com are a unique new set of awards which not only celebrate the skill of British bread-making at its most diverse and inspiring, but also seek to encourage and foster the art of baking both now and for the future generation. The awards are open to professional and amateur bread-makers alike, old and young. There is a huge range of categories from Sourdough to Ciabatta, Wholegrain to Baguette, and Flatbread to Great British Sliced White.

The stellar line-up of bread-loving judges includes **Edd Kimber**, winner of The Great British Bake-Off, **Phil Vickery**, TV chef, **Emma Bridgewater**, world-famous ceramicist, **Charles Campion**, Masterchef and the Financial Times and **Emmanuel Hadjiandreou**, author of the best-selling **How to Make Bread**, who "... makes the art seem achievable to even the most unconfident novice." *Elle Decoration*

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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
- Grainchain.com, sponsor of the Grainchain.com Young Baker category, is an educational resource for children aged 5-16 to learn more about healthy eating and gain an insight into the 'field to fork' cycle of how wheat is grown and used to produce a range of flour-based products including bread www.grainchain.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
- The judging panel:

Karen Barnes, *Editor, Delicious*, Emma Bridgewater, *World-famous Ceramics Manufacturer*, Eleni Tzirki, *Bread Tutor, Waitrose Cookery School*, Charles Champion, *Great British Menu*, Rachel Green, *Chef and Campaigner*, , Emmanuel Hadjiandreou, *School of Artisan Food and author of How to Bake Bread*, Stephen Hallam, *Master Baker, MD Dickinson & Morris*, Fiona Hamilton-Fairley, *Founder and Principal, The Kids Cookery School*, Ceri James, *Acting Group Editor, Great British Food Magazine*, Laura James, *Brand Ambassador, AGA*, Edd Kimber, *winner of the Great British Bake Off*, Adam Leyland, *Editor, The Grocer*, Tom Molnar, *CEO, The Bread Factory/GAIL's*, Phil Vickery, *TV Chef*, Alexander Waugh, *Director General, Nabim (National Association of British & Irish Millers)* and Andrew Whitley, *founder of The Village Bakery, Real Bread Campaign*.

- 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
- Tiptree World Bread Awards closes for entries on 31 August 2013
- Judging to take place at the Worshipful Company of Bakers on Wednesday 18 September 2013
- Winners to be announced at the Awards Evening Harvest Supper on Tuesday 8 October 2013 at St John's Hyde Park
- 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