

Ready, Bready, Dough!

Could you be the Tiptree World Bread Awards champion?

Are you ready to prove your bread is the best – visit www.worldbreadawards for further information and entry details. The closing date is **31 August 2014**.

With 12 million loaves bought every day in the UK, bread making is the new rock n' roll! The competition celebrates the rising stars of bread making and awards the very best of both professional and home-baking.

Bread is central to the British diet and culture. And at the same time, there is a huge proliferation of artisan bakers as well as TV programmes inspiring a whole new generation of home-bakers.

If we haven't buttered you up enough already, here's a little slice of our bread judge supremos; **Frances Quinn**, Winner, Great British Bake Off 2013, **Nigel Barden**, BBC Radio 2, Food and Drink Broadcaster and **Charles Campion**, Food Critic, MasterChef.

There is a wealth of categories to choose from, so don your aprons, gather up your mixing bowls and brush up on your bread making masterpieces – we knead to find our 2014 bread champion and it could be you.

For further information/interviews please contact: Sue Richmond,
Kenyon Communications Tel: 01673 828764 Mobile: 07708 690707
Email: sue@kenyon-communications.com
Twitter: @WorldBreadAward

Editor's 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
- **The judging panel:**

Our judges to date are a fabulous slice of bakers and foodie experts, including Nigel Barden, *BBC Radio 2, Food and Drink Broadcaster*, Karen Barnes, *Editor, Delicious*, Charles Campion, *Food Critic, Masterchef*, Aidan Chapman, *Master Baker, Phoenix Bakery and River Cottage*, Alan Clarke, *Chief Executive, Scottish Bakers*, Linda Collister, *Author, Baking Bible, From Ciabatta to Rye*, Leanne Cooper, *Editor, Making Cakes & Bakes*, Sally Cox, *regular contributor BBC Good Food*, J P Devlin, *Saturday Live, BBC Radio 4*, Duncan Glendinning, *founder, The Thoughtful Bread Company*, Rachel Green, *Chef and Campaigner*, Jean Grieves, *Retired Principle, Tameside Bakery College*, 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*, Linda Hewett, *Home Baker, Tutor and Broadcaster, Fulbeck Bakery*, Charlotte Jones, *UK Glam Food and Lifestyle Editor*, Laura James, *Brand Ambassador, AGA*, Vanessa Kimbell, *Specialist in sourdough, Juniper & Rose Kitchen Garden School*, Hannah Marriage, *Marriage's, the Master Millers*, Frances Quinn, *Great British Bake-Off Winner 2013*, Jack Prince, *The Pocket Bakery*, David Roberts, *Federation of Bakers, Chairman Bread Advisory Panel, Flour Milling and Baking Research Association, Chairman British Baking Society*, Melissa Scamporlino, *Owner, Hercule's Cakehouse*, Peter Sidwell, *TV Chef, Development Chef and Retail Brand Owner*, David Tomlinson, *Former Technical Executive of Warburton's of Bolton*, Phil Vickery, *TV Chef*, Alexander Waugh, *Director General, Nabim (National Association of British & Irish Millers)*, Hugh Weeks, *Technical Consultant to the Bakery Industry* and Andrew Whitley, *founder of The Village Bakery, Real Bread Campaign*

- Partners of Tiptree World Bread Awards are:
 - KitchenAid – www.kitchenaid.co.uk
 - 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
 - Farming & Countryside Education www.face-online.org.uk

- Tiptree World Bread Awards closes for entries on **31 August 2014**

- Judging to take place at the Cathedral Hall, Westminster Cathedral on **Wednesday 17 September 2014**

- Winners to be announced at the Awards Evening Harvest Supper on **Tuesday 7 October 2014** 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 2014