

## **Rise to the Challenge – the Tiptree World Bread Awards are back!**

Dust the flour from your hands and make sure you are ready for the **Tiptree World Bread Awards 2014** [www.worldbreadawards.com](http://www.worldbreadawards.com), now open for entries.

Launched for the first time in 2013, the awards are open to professional baker and home-baker, old and young, and seek to celebrate the rise and rise of the British passion for bread. We buy an astonishing 12 million loaves every day. And more than half the population baked their own bread last year.

“We are delighted to declare the awards open again,” says Caroline Kenyon, Director. “They attracted a huge amount of attention in year one – we even had bread flown up from Cornwall on the morning of the judging day. It was wonderful to see how much the bakers appreciated their skill being given the recognition it so deserves.”

Judges for 2014 include **Frances Quinn**, winner of the Great British Bake Off 2013, **Jack Prince**, 19, of The Pocket Bakery and **Charles Geary**, known in the industry as Mr Bread and winner of more than 4000 bread-baking awards. Chairman of the Judges is **Stephen Hallam**, Master Baker, and Managing Director of Dickinson & Morris.

**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](http://www.tiptree.com)

The awards close to entries on 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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