

## Roll Call!

Here we dough...Tiptree World Bread Awards with Brook Food are open again – for their sixth year.

The Awards were launched in 2013 and have proved to be the best thing since er...sliced bread! Several new categories were launched last year, **Carr's Flour** Baguette, **Muntons Malt Bread** and **Tiptree Patisserie** Trainee Baker; in addition, we are delighted to welcome **Zeelandia** who will sponsor the wholegrain category. **KitchenAid** will this year be sponsoring the Home Baker Open and the Home Baker Sourdough categories, both offering the chance to win your very own KitchenAid Artisan stand mixer.

Supporters of the **Irish Wheaten** Loaf category, Andrew Ingredients will be hosting a Toast Your Loaf event next Thursday, with special guest and awards judge, Charles Campion. So, if you happen to be anywhere near County Antrim next week, why not pop in, you will receive a loafly welcome!

In 2017 the Awards attracted almost 600 entries to the Judging Day at Cathedral Hall, Westminster Cathedral, where mountains of malt bread, feasts of flatbread and cascades of ciabatta were delivered throughout the morning, all intent on ticking the boxes on our judges' score sheets.

The stellar 2018 bread board includes over 100 stars of the bakery world, including the world-renowned French chef and baker **Richard Bertinet**, **Henry Herbert**, TV Chef and one half of Channel 4's Fabulous Baker Brothers, and of course, not forgetting our Master of Judges and Pieminister Extraordinaire **Stephen Hallam**.

"The Winners' Harvest Supper gathering at St John's Hyde Park in October has fast become an important fixture in the bakers' year," says Caroline Kenyon, Director of the Awards. "It is a wonderful opportunity to pay tribute to a fantastic industry."

Tiptree World Bread Awards with Brook Food – open for entries from 8 February 2018 until 5 September 2018.

<http://www.worldbreadawards.com>

@WorldBreadAward

Toastbusters: Don't forget to join us on National Toast Day on Thursday 22 February <http://www.nationaltoastday.co.uk>

For further information and interview requests, please contact: Sue Richmond, email: [sue@thefoodawardscompany.co.uk](mailto:sue@thefoodawardscompany.co.uk) mobile: 07708 690707

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

**Brook Food** is 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](http://www.brookfood.co.uk)

**Carr's Flour Mills** - When Jonathan Dodgson Carr founded the company in 1831 he knew that to make the best bread you need the very best flour. Today Carr's combines the latest technology with centuries-old milling skills to produce flours of the very highest quality and consistency [www.carrs-flourmills.co.uk](http://www.carrs-flourmills.co.uk)

**KitchenAid** - the original KitchenAid Artisan 4.8L Stand Mixer was designed in 1937 by one of the great American style gurus, Egmont Arens, and it remains timeless in its simplicity and function, creating perfect dough. [www.kitchenaid.co.uk](http://www.kitchenaid.co.uk)

**Muntons** has been producing malt and malted ingredients for over 90 years, since it was established in 1921. During this time Muntons has grown to become a significant international player in the supply of malts, malt extracts, flours and flakes to the food and drinks industry. <http://www.muntons.com>

**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](http://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>