

Press Release

STOP LOAFING AROUND

Get your pinny on and enter the *Tiptree World Bread Awards*

The annual **Tiptree World Bread Awards with Brook Foods**, open to both amateur and professional bakers, celebrate the art of bread making.

The **KitchenAid Young Baker** category is looking for the next generation of young British bread makers and has two age groups; Under 12 and 12-17. In addition to an Award, each winner will be invited (with an adult), to attend the VIP Awards reception in London in October and will also receive a **KitchenAid** Artisan 4.8L Tilt Head Stand Mixer (worth £499) in Empire Red. If you want to see one of the iconic mixers in action, pop along to the new Experience Store in the heart of London's West End on Wigmore Street <http://www.kitchenaid.co.uk/store>.

The expert panel of judges for this category includes **Martha Collison**, the youngest ever Great British Bake Off contestant and now, food columnist for Waitrose Weekend and **Fiona Hamilton Fairley**, Principal of the Kids Cookery School

Bread is a huge industry in the UK with over 12 million loaves sold every day and the phenomenal success of programmes such as Great British Bake Off, have played a significant role in re-igniting Britain's interest in home baking.

To enter, simply go to <http://www.worldbreadawards.com>. The deadline is 6 September 2017.

The overall winner will be presented with a £1,000 cash prize, along with a **KitchenAid** Artisan 6.9L Bowl-Lift Stand Mixer, Artisan Toaster and Artisan Kettle (worth over £1,000).

<http://www.worldbreadawards.com>

Twitter: @WorldBreadAward

- Ends -

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