**We’re On Bread Alert!**

Tiptree World Bread Awards with Brook Food are back!

The Tiptree World Bread Awards with Brook Food are open again – for their fifth year.

The Awards were launched in 2013 to celebrate the nation’s bread baking skills and have gone from strength to strength. New categories this year will include the Tiptree Patisserie Trainee Baker category, supported by the National Bakery School, Muntons Malt Bread category and the Irish Wheaten Loaf category, supported by Northern Ireland Good Food. We are also delighted that this year Brook Food will sponsor our most popular category, Sourdough. Scotland Food & Drink also join our family of partners, as do Andrew Ingredients.

In 2016 the Awards attracted almost 600 entries to the Judging Day at Cathedral Hall, Westminster Cathedral, where boxes, bags and baskets containing a variety of delicious smelling loaves, all eager to please the palates of our 90 judges were delivered throughout the morning.

The stellar 2017 judging panel includes star of BBC2’s Victorian Bakers, Duncan Glendinning and John Foster, as well as contestants from the Great British Bake Off, and a host of baking industry legends.

“The Winners’ Harvest Supper 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 coming together of judges, Finalists and foodie press to pay tribute to a fantastic industry.”

Tiptree, the famous fruit growers and preservers, have been headline sponsor since the Awards’ inception. Brook Food, the leading bakery equipment suppliers are supporting sponsor. KitchenAid continue to sponsor the Young category for our talented next generation.

Tiptree World Bread Awards with Brook Food – open for entries from 1 February 2017 until 6 September 2017.

[http://www.worldbreadawards.com](http://www.worldbreadawards.com/)

@WorldBreadAward

Raise a Toast: Don’t forget to join us on National Toast Day on Thursday 23 February [http://www.nationaltoastday.co.uk](http://www.nationaltoastday.co.uk/)

For further information and interview requests, please contact: Sue Richmond, email: 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/)

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

* **Partners of Tiptree World Bread Awards are**:

* + Andrew Ingredients [http://andrewingredients.co.uk](http://andrewingredients.co.uk/)
	+ Craft Bakers’ Association [http://www.craftbakersassociation.co.uk](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](https://www.nigoodfood.com/)
	+ Real Bread Campaign <http://www.sustainweb.org/realbread/>
	+ Scotland Food and Drink [http://www.foodanddrink.scot](http://www.foodanddrink.scot/)