

The British Picnic and the French Stick – an enduring love story

‘What’s inside it?’ asked the Mole, wriggling with curiosity.
‘There’s cold chicken inside it,’ replied the Rat briefly;
‘coldtonguecoldhamcoldbeefpickledgherkinssaladfrenchrollscresssandwiches
pottedmeatgingerbeerlemonadesodawater—’
‘O stop, stop,’ cried the Mole in ecstasies: ‘This is too much!’
Wind in the Willows

It’s a great British tradition - any sporting occasion in the summer or just a trip to the park involves a picnic. And it wouldn’t be a picnic without a lovely crusty baguette. Easy to break up and share, delicious with just about anything.

The Tiptree World Bread Awards with Brook Food, the Oscars of the bread world, are seeking the nation’s very best baguette for the Carr’s Flour Baguette category.

As we all know, the baguette is a great French invention with several stories about its origins including that Napoleon decreed the loaf should be made precisely to fit in a soldier’s pocket!

But it has been adopted with huge love and enthusiasm across the Channel and Carr’s Flour Mills, founded in 1831, are delighted that their own historic brand sponsors this iconic category.

Simon Cheek, of Carr’s Flour Mills, who is on the Judging Panel alongside Richard Bertinet and Henry Herbert, says, “We’re proud to play our part in upholding this rich heritage for ours and future generations.”

So dust the flour from your hands, there’s still plenty of time to register your entry
<https://www.worldbreadawards.com/competition/entry/>

@BreadAwardsUK

For further information and interview requests, please contact: Cat Shaw,
email: cat@thefoodawardscompany.co.uk mobile: 07866 6689932

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

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

Carr’s Flour Mills - Founded in 1896 on the principles of excellence, innovation and customer satisfaction, the millers at Carr’s take extreme care to ensure all of their flours fulfil their baking potential. It is this personal touch, alongside the very best 21st century technology, which ensures only the finest flours are produced, time after time. www.carrs-flourmills.co.uk
[Instagram and Twitter: @carrs flour #GettingTheBestOutOfWheat #CarrsFlour](#)

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

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
- 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>