

Who will tread the bread carpet as Britain's best Home Baker?

Dust off your dough hook and put on your pinny, the bread Oscars are back!

Tiptree World Bread Awards with Brook Food is seeking the UK's most talented baker to crown as the **KitchenAid Home Baker 2019**.

With more than half the country baking every week, there's some top talent out there and a panel of bread royalty waiting to judge the entries.

The bread board this year includes Billy and Jack, *BBC One's MasterChef 2019 finalists*, Henry Herbert, *Fabulous Baking Brothers*, along with industry legend Henry Jefferies with over 50 years' baking experience and, for the first time, Apollonia Poilane, of the eponymous *Poilane* bakery which sells its famous bread in 1400 outlets across the world.

"This year, an astonishing 90 judges will be gathering on the big day," says Caroline Kenyon, Director of the Awards. "It's a major logistical task to bring the loaves in from around the UK, each one is allocated a number and judged anonymously."

An iconic **Artisan 4.8L Tilt Head Stand Mixer** (worth £699) from the Limited Edition Queen of Hearts Collection in *Passion Red* awaits the winners of each of the two **KitchenAid Home Baker** categories - Open and Sourdough. Their names will be announced at the glittering Awards Evening in central London where Finalists rub shoulders with the aristocracy of the bread world.

The Awards were launched in 2013 and are now the highlight of the British baker's calendar, with hundreds of loaves from across the country coming to the Judging Day at Cathedral Hall, Westminster Cathedral.

KitchenAid, proud sponsor of the Home Baker categories, is celebrating 100 years of the original Stand Mixer. If you want to see the complete range from utensils and cookware to large and small electrical appliances offering professional performance to both chefs and passionate home cooks, pop along to the new Experience Store in Wigmore Street, London W1 <http://www.kitchenaid.co.uk/store>.

So, prove yourself a champion and shine a spotlight on your loaf:

Tiptree World Bread Awards with Brook Food – open for entries until 4 September 2019.
<http://www.worldbreadawards.com>

@BreadAwardsUK

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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 are suppliers of bakery equipment to the entire industry from micro-bakeries right the way to industrial plants, they are 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

The original **KitchenAid** Stand Mixer was designed in 1937 by one of the great American style gurus, Egmont Arens, featuring the legendary attachment-ready Culinary Hub. 100 years on, KitchenAid remains the watchword for durable, beautifully designed appliances.

kitchenaid.co.uk

@kitchenaid_uk

#makinghistory100

Shipton Mill, lovingly restored by John Lister in 1979, has had a mill situated on this site since the Domesday Book, and craftsmanship remains at its heart. They mill a beautiful range of flours, from well-loved classics, to specialist rare varieties of ancient grains. Their product has been described as the "Prada or Gucci of flours" and they supply the most exciting and talented bakers from all over the world.

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>