

If you loaf your mother

Sometimes the simplest things are the best. A delicious slice of malt bread toast on Mother's Day, maybe with butter and jam, or alongside dippy eggs! How better to say 'I loaf you' on Mother's Day?

Suffolk-based malt supremo Muntons is back with a bounce at the Tiptree World Bread Awards with Brook Food 2018, seeking the UK's finest malt bread.

They joined the Awards, Britain's leading celebration of bread baking, in 2017 after hearing about them on the Chris Evans Show. "We just knew we wanted to be involved," says Joanna Perry, Marketing Manager. "We got in touch and so the Muntons Malt Bread category came into being!"

The 2018 Awards boast a batch of bread and foodie luminaries for the judging panel. Legendary Richard Bertinet joins for the first time, there's a host of Great British Bake Off stars - Frances Quinn, Martha Collison and Luis Troyano - as well as industry veterans.

Your lucky loaves will need to be delivered to Cathedral Hall, Westminster on Wednesday 26 September by 1pm.

The Finalists will be invited to a magnificent harvest-supper themed evening reception at St John's Hyde Park, to mingle with royalty of the bread-baking world, sip Tiptree gin cocktails to the strains of live jazz and await the momentous announcement of the winners.

<http://www.worldbreadawards.com>

@WorldBreadAward

For further information and interview requests, please contact: Cat Shaw, email: cat@thefoodawardscompany.co.uk Mobile 07866 689932

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 the UK's leading supplier of New and refurbished bakery equipment. Passionate about the bakery industry and proud to pass on this enthusiasm to their customers Brook Food supply machinery to all sectors of the baking industry, offer consultation and design services and run bakery courses in their state of the art test facility. 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

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>

Shipton Mill, the Gloucestershire water mill, specialises in ancient wheats and organic flour and is sponsor of the Real Bread Campaign category. Founded by John Lister, Shipton Mill traces its origins back to a flour mill on the same site in the Middle Ages. "We are long-standing supporters of the Campaign and it is the perfect match for us." <https://www.shipton-mill.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/>
- Toast Ale <http://www.toastale.com>