

Sow the Seeds of Success with your Winning Wholegrain Loaf!

It could be you raising the much-coveted Zeelandia Wholegrain trophy above your head!

Fevertree, Wimbledon, the World Cup – and now the Tiptree World Bread Awards with Brook Food. It's all about excellence and performing at the top of your game.

So, if you've been inspired by the amazing world-class tennis and football on our screens and you think your wholegrain loaf can rank with the best, the Zeelandia Wholegrain category is the one for you.

The eminent judging panel which includes this year, for the first time, the legendary Richard Bertinet, will be looking for the very best textured bread prepared from wholegrains such as barley, whole cornmeal, whole wheat, brown rice, oats, bulgur and buckwheat.

Zeelandia is part of the Royal Zeelandia Group, a family-owned company renowned for its outstanding ingredients for the baking industry.

It's really easy to enter <http://www.worldbreadawards.com/competition/entry/> and you have until Wednesday 5 September 2018 to do so.

There are a host of Gold, Silver and Bronze awards to be won too.

Be in it to win it!

<http://www.worldbreadawards.com>

@BreadAwardsUK

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>