

Sourdough stars in the spotlight

As UK sales of avocado on toast soar, the hunt is now on for Britain's finest sourdough. Sourdough is the most popular of the categories at the nation's leading bread celebration **Tiptree World Bread Awards with Brook Food** www.worldbreadawards.com

With our brunch market now worth a massive £13bn annually and rising, the sourdough loaf is central to this astonishing success story. One bakery in Cumbria, Lovingly Artisan, has seen sourdough sales go from 200 a week to 4000 in just six years. While Waitrose has seen sales rocket by a third in the last year alone.

The Sourdough category is sponsored by **Brook Food who 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.

"We are delighted to be sponsoring this category," says Ann Wells, Marketing Director of Brook Food. "Sourdough is so popular these days and allows bakers to demonstrate their skills and passion more than any other type of loaf, it's a pleasure to sponsor and judge in this category which showcases dozens of some of the best examples coming from top bakers and many ends of the industry"

A tsunami of sourdough from across the country will make its way to Cathedral Westminster in September, to be tasted by our stellar panel of judges, this year including for the first-time legendary baker Richard Bertinet, as well as Andrew Whitley, founder, Real Bread Campaign and John Foster, of BBC2's Victorian Bakers.

<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

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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>