A Toast For Our Bread Winner

Wednesday 8 October, 2014

A Toast for our Worcestershire Winner!

- of the Tiptree World Bread Awards

Stars of the bread-baking world from across the UK gathered in London last night Tuesday 7 October 2014 for the announcement of the winners of the second**Tiptree World Bread Awards** www.worldbreadawards.com

At a harvest supper-style awards ceremony at **St John's Church, Hyde Park**,**Chris Newenham**, Farm Director of **Tiptree**, headline sponsor of the awards, was delighted to hand the trophy and cheque for £1000 to the overall winner**Peter Cook** of **Peter Cook's Bread, Bishops Frome** for his Ciabatta. Peter also won a **KitchenAid** Artisan 6.9L Stand Mixer, **KitchenAid**, Artisan Two Slice Toaster and **KitchenAid** Artisan 1.5L Kettle and a Tiptree Hamper.

"The Ciabatta was almost perfect," says **Stephen Hallam**, Master Baker, Managing Director of Dickinson & Morris and Chair of the Judges which included**Charles Campion**,MasterChef, **David Tomlinson**, former Technical Director, Warburtons and **Andrew Whitley**, Founder The Real Bread Campaign. "We had very exacting criteria for judging, and every loaf was judged anonymously."

Peter Cook, whose Ciabatta was made with flour from Shipton Mill, beat off competition from hundreds of loaves sent in from around the United Kingdom to take the crown, brought by courier, taxi and even hand-delivered on the morning of the judging at Cathedral Hall, Westminster Cathedral, to ensure peak freshness.

The Tiptree World Bread Awards, launched in January of last year, seek to celebrate the very best of British bread baking. With 12 million loaves sold in the UK every day, it is an industry that certainly deserves to be celebrated. "The choice and range of bread in Britain today has never been greater," says **Caroline Kenyon**, Director of the Awards.

For further information/interviews please contact: Susan Richmond,

Kenyon Communications Mobile: 07708 690707

Email: sue@kenyon-communications.com

Twitter: @WorldBreadAward

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
- Associated charity is **Farming and Countryside Education** (FACE), the leading charity providing food, farming and countryside education to children, through practical, interesting and enjoyable activities in the classroom and on farms www.face-online.org.uk
- **Partners of Tiptree World Bread Awards are**:
    - KitchenAid – www.kitchenaid.co.uk
    - Real Bread Campaign http://www.sustainweb.org/realbread/
    - The Kids Cookery School www.thekidscookeryschool.co.uk
- Farming & Countryside Education www.face-online.org.uk

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