

The Food Porn Awards Launch in the North West

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The Food Porn Awards™ has launched its search to find the best looking food from restaurants, pubs, bars and eateries across the region. Chefs in the North West are being encouraged to enter images of their most mouth-watering dishes via the award's website www.foodpornawards.co.uk to be in with a chance of securing a coveted award for themselves and their establishment.

Online entry is now open and will close on Monday 7th December. The Food Porn Awards aim to celebrate the finest food in the region from restaurants and chefs with a particular eye for creating tantalising dishes across a variety of styles.

Twelve finalists, chosen by a select judging panel, will move through to the second round to re-create their dishes in the Food Porn Awards kitchen. STM Photography's professional food photographers, which have collaborated with the likes of MasterChef and Simon Rimmer, will work with the chefs to capture their creations. The selection of imagery will be presented for review in front of the judging panel and a final winner will be revealed at the Food Porn Awards exhibition in March 2016, alongside all of the finalists' work.

Robert Gong, food development chef from All About Food, selected as a judge for the Food Porn Awards, said: "The food scene in Manchester and all across the North West is incredibly innovative and exciting; new restaurants and eateries are opening up every week, each bringing something new to the sector. The Food Porn Awards is a celebration of all the hard work and creativity that goes in to crafting some of the most heavenly and appetite-inducing dishes and I am delighted to be a part of the esteemed judging panel.

"All the judges and I are looking forward to discovering what the North West has to offer and urge chefs and restaurants to get involved and enter their food porn-worthy dishes into the awards."

The professional judging panel has been assembled from a wide range of backgrounds, from chefs, through food journalists, designers and stylists. For more information on the awards, including full terms and conditions, visit www.foodpornawards.co.uk.

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Notes to editors:

The term 'Food Porn' is synonymous with the emotional journey people experience before tasting their food and The Food Porn Awards is a celebration of great looking food from the North West's best restaurants, boutique pubs, cafe bars and alternative eateries. So contrary to what the name might suggest, the awards aren't looking for any phallic ensembles or innuendo creations, just beautiful images of great looking food.

It's free to enter the Food Porn Awards and there are four categories:

- Fine Dining
- Casual Dining
- Boutique Pubs
- Alternative Eats

Food development chef Robert Gong, MMU Professor John Swarbrooke, home economist and food stylist Jo Brewer, food journalist Emily Heward, publisher of Bitten Helen Ramsbottom and Shoot the Moon creative director Oliver Zebedee-Howard make up the Food Porn Awards judging panel.

For more information about the Food Porn Awards, the judging panel and for full terms and conditions, visit www.foodpornawards.co.uk. You can also find the Food Porn Awards on Facebook (Food Porn Awards), on Twitter (@Foodpornawards) and on Instagram (FoodPAwards)

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