Top Dough On Offer For The Best Bread!

Friday 16 January, 2015

Now in its third year, **Tiptree World Bread Awards** is seeking professional and home bakers for the 2015 competition. Could you be crowned Tiptree World Bread Awards champion and win a prize of £1000, plus a fabulous selection of KitchenAid gadgets?

Bread is a world food and baking it is a huge undertaking – 12 million loaves are sold every day in the UK. Along with home-baking, the phenomenon of the artisan bakery has really taken off in the last decade.

"We are delighted to declare the awards open again," says Caroline Kenyon, Director. "Peter Cook was our winner in 2014, his Ciabatta beat off competition from hundreds of loaves sent in from around the United Kingdom to take the title. Bread was brought by courier, taxi and even hand-delivered on the morning of the judging at Cathedral Hall, Westminster Cathedral, to ensure peak freshness."

Judges for 2015 include **Luis Troyano**, Great British Bake-off Finalist 2014,**Charles Campion**, Food Critic, Masterchef, **George Fuller** and **Mike Holling** of the Craft Bakers Association, **Andrew Whitley**, founder of The Village Bakery and Chairman of the Real Bread Campaign and we are delighted that our Chairman of the Judges is once again **Stephen Hallam**, Master Baker, and Managing Director of Dickinson & Morris.

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 Essexwww.tiptree.com

The awards close to entries on 31 August 2015 and the judging will take place in September. The winners will be announced in October at a harvest supper-style ceremony at **St John's Hyde Park**, London.

Knead we say more?

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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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