# Voting Now Open In The Best Breakfast Awards

**Friday 12 December, 2014**

Voting is now open for the Best Breakfast Awards and organiser HGCA is reminding venues that there is still time to enter their breakfast dishes. The awards take place as part of the celebrations for Breakfast Week 2015 (25th- 31st January) when the winner will be announced.

With 104.7 million breakfasts[i] eaten outside of the home, organiser HGCA is encouraging venues across the UK to register their breakfasts to be in with a chance of winning. Eateries can enter one dish within each of the two categories, hot or cold, by simply visiting www.shakeupyourwakeup.com. The deadline for entering a venue is 16th January 2015. The entries will be voted for by the public and winners will be announced during Breakfast Week. Public voting runs from 1st December 2014 through to 18th January 2015.

TV Chef, Phil Vickery, who is supporting Breakfast Week 2015, will join HGCA to present a special award for the most unique or innovative dish.

Keith Gurney from The Tavern Company, overall winner of last's year's awards, said: "We entered the Best Breakfast Awards after hearing about it on the local radio. It was a great way to get our valued customers to show their appreciation for our breakfast menu and we were delighted with the local support we had. We had some great media coverage after the event and we've now even extended our breakfast hours."

Nik Little from Lancers House, the winner of the best hotel breakfast with their Eggs Mandeville added: "Entering the competition was not only great for staff morale but meant we had the opportunity to interact further with our customers. It drove us to take our breakfast offering to an even higher level. Our advice to potential entries for 2015 is go for it!"

Karen Levy from organiser HGCA said: "The Best Breakfast Awards were a great success and highlight the growing out of the home market for breakfast. We are excited to be running the awards for a second year and look forward to receiving entries from even more venues this year!"

Breakfast Week aims to celebrate and raise awareness of the importance of breakfast. In addition to the awards, foodservice companies can also get involved by running competitions and promotions, highlighting local suppliers, holding tasting sessions and arranging events in the local community in celebration of the week.

For more information about Breakfast Week, the Best Breakfast Awards and how to get involved, visit **www.shakeupyourwakeup.com**.

[i] Kantar World Panel, Cooked Breakfasts w/e 25 May 2014

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