

KITCHENAID 'RISES' TO THE CHALLENGE OF ENCOURAGING YOUNG BAKERS

The KitchenAid Young Baker category in the Tiptree World Bread Awards 2014

If you are under 18 and love baking bread, this is your chance to show off your baking skills and win not only the glory of a major national competition, but also some fabulous prizes including an iconic KitchenAid Artisan 4.8L Stand Mixer.

The **KitchenAid Young Baker** has two sub categories - *Under 12 Year Olds* and *12-17 Year Olds*

Whether you're making anything from a Baguette or a Bazlama to Ciabatta or a Cottage Loaf, this is a great opportunity to demonstrate your baking skills to a fantastic line-up of judges including **Frances Quinn**, winner of Great British Bake Off 2013, MasterChef's **Charles Campion** and award-winning baker and author **Emmanuel Hadjiandreou**.

Further details and how to enter the **KitchenAid Young Baker** Under 12 Years Olds and 12-17 Year Olds categories of the **Tiptree World Bread Awards 2014** can be found at www.worldbreadawards.com The competition seeks to encourage the very best bread-baking skills in both professional and home-bakers of all ages.

Entries close on **31 August 2014**.

Editor's 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
- KitchenAid revolutionised food preparation in 1919, setting the standard in the small domestic appliance market for outstanding engineering, durability and timeless design. KitchenAid is proud to be involved in the Tiptree Bread Awards encouraging the next generation of bakers.

The judging panel:

Our judges to date are a fabulous slice of bakers and foodie experts, including Karen Barnes, *Editor, Delicious*, Charles Campion, *Food Critic, Masterchef*, Aidan Chapman, *Master Baker, Phoenix Bakery and River Cottage*, Alan Clarke, *Chief Executive, Scottish Bakers*, Linda Collister, *Author, Baking Bible, From Ciabatta to Rye*, Leanne Cooper, *Editor, Making Cakes & Bakes*, Sally Cox, *regular contributor BBC Good Food*, Charles Geary, *the National Chairman of the Alliance*

for Bakery Students and Trainees. Six times Champion Baker of England. Known as 'Mr Bread' in the industry, Duncan Glendinning, founder, The Thoughtful Bread Company, Rachel Green, Chef and Campaigner, Jean Grieves, Retired Principle, Tameside Bakery College, Emmanuel Hadjiandreou, School of Artisan Food and author of How to Bake Bread, Stephen Hallam, Master Baker, MD Dickinson & Morris, Fiona Hamilton-Fairley, Founder and Principal, The Kids Cookery School, Linda Hewett, Home Baker, Tutor and Broadcaster, Fulbeck Bakery, Charlotte Jones, UK Glam Food and Lifestyle Editor, Natasha Lovell Smith, Editor, Great British Food Magazine, Laura James, Brand Ambassador, AGA , Vanessa Kimbell, Specialist in sourdough, Juniper & Rose Kitchen Garden School, Sue McMahon, Cookery Editor, Woman's Weekly, Hannah Marriage, Marriage's, the Master Millers, Frances Quinn, Great British Bake-Off Winner 2013, Jack Prince, The Pocket Bakery, Melissa Scamporlino, Owner, Hercule's Cakehouse, Peter Sidwell, TV Chef, Development Chef and Retail Brand Owner, David Tomlinson, Former Technical Executive of Warburton's of Bolton, Phil Vickery, TV Chef, Alexander Waugh, Director General, Nabim (National Association of British & Irish Millers), Hugh Weeks, Technical Consultant to the Bakery Industry and Andrew Whitley, founder of The Village Bakery, Real Bread Campaign

- Partners of Tiptree World Bread Awards are:
 - KitchenAid – www.kitchenaid.co.uk
 - Real Bread Campaign <http://www.sustainweb.org/realbread/>
 - Flour Power City www.flourpowercity.co.uk
 - Waitrose Cookery School
http://www.waitrose.com/home/inspiration/waitrose_cookery_school.html
 - The Kids Cookery School www.thekidscookeryschool.co.uk

- Tiptree World Bread Awards closes for entries on **31 August 2014**

- Judging to take place at the Cathedral Hall, Westminster Cathedral on **Wednesday 17 September 2014**

- Winners to be announced at the Awards Evening Harvest Supper on **Tuesday 7 October 2014** at St John's Hyde Park

- The Food Awards Company Ltd, a sister company of Kenyon Communications, award-winning specialists in both food PR and in delivering national awards, is owner of Tiptree World Bread Awards 2014

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