



**BIA**  
BAKING INDUSTRY AWARDS  
**2011**

# Entry Form

Speciality Bread Product  
of the Year

Produced by:

**British Baker**

Category  
sponsored by:

 **BAKELS**



For the last 23 years, the Baking Industry Awards have recognised achievement and professionalism across the baking industry. All winners are regarded as the best of the best operating in the bakery sector. By entering, you join an exclusive group of achievers.

### Why should you enter?

- Be rewarded in front of industry VIPs at a prestigious awards ceremony at the Park Lane Hilton, London
- To demonstrate just how good your business and products really are
- Achieve local and national press coverage
- Use of the special winners' Baking Industry Awards logo after the event
- Reward yourself and your team
- Raise your profile and enjoy coverage in *British Baker*
- Year-long exposure on [www.bakeryawards.co.uk](http://www.bakeryawards.co.uk)
- Gain new business and contacts

### How to enter

- Simply answer the questions listed opposite on a separate sheet, clearly labelled with your name, store/ company name, category entered and question number
- Submit relevant supporting documents
- Complete your details
- Return your completed entry, by Friday 20th May 2011, to:  
**Helen Law, Baking Industry Awards 2011,  
William Reed Business Media, Broadfield Park,  
Crawley, West Sussex, RH11 9RT.**

### The judging

All entry packs will be posted to the sponsors for judging during May. After the paper assessment, the judges will, where appropriate, arrange to meet short-listed candidates to investigate your entry in greater depth and pick their finalists and winner. There will be an independent judge on each judging panel.

### The event

The chosen finalists will be invited, with their partners, to the awards at the Park Lane Hilton in London on Wednesday 7th September, 2011 as guests of Bakels and *British Baker*.

The winner will be announced on the evening and presented with a trophy. Overnight accommodation, if required, will be provided courtesy of Bakels.

**Entry deadline: Friday 20th May**

For more information log on to  
**[www.bakeryawards.co.uk](http://www.bakeryawards.co.uk)**



## Speciality Bread Product of the Year

### Please answer the following questions:

(Please label each separate sheet clearly with your name, store/company name, category entered and question number.)

The judges will be looking for breads that are original, look and taste great, and are a hit with consumers. Bakers should also be able to demonstrate impressive business skills, such as using market research, excellent customer service and clever marketing. Products could include continental breads, sourdough breads, seeded or fruited breads, breads with grains, ethnic breads, soda breads, tea breads or novel crusty breads. Basically, if you have developed a speciality bread that stands out from the crowd, we want to hear from you.

Entrants will be judged on the quality of their submitted product, and will be invited to send in up to three products for judging. The judges will also rely on the information you provide below, so please include concise, comprehensive details to explain your product fully and clearly, before you are contacted with details of how and where to send your products.

Entrants can be artisan and craft independent bakery retailers, or producers of branded packaged breads for retail, or manufacturers of unwrapped, 'loose' loaves for foodservice channels, such as restaurants or hotels.

*You do not have to be a customer of Bakels to enter.*

- Q.** Please explain what is special about your product(s), including the method of production used, anything notable about ingredients or process, and how you deliver the product to market to meet your customers' needs. (Provide details of a minimum of one and a maximum of three breads.)

**Don't miss out!**  
**Entry deadline: Friday 20th May**

For more information log on to  
**[www.bakeryawards.co.uk](http://www.bakeryawards.co.uk)**

Name\*: \_\_\_\_\_

Job title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime telephone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email address: \_\_\_\_\_

*\*Please note that the name of the contact given above will be our main point of contact and, as such, will be required to collect any award on stage on the night of the Awards and be interviewed and photographed for the Awards coverage.*

For judging purposes please supply any holiday dates you have booked for May/June 2011. You must make yourself available for judging at some point during these two months if you are successful at the first round.

### Checklist

- Have you completed all the questions?
- Have you clearly labelled all supplementary sheets with your name, store/company name and category entered?
- Have you clearly completed your contact details?

Please keep a copy of your entry and send the original back to:

**Helen Law, Baking Industry Awards 2011**  
**William Reed Business Media, Broadfield Park**  
**Crawley, West Sussex, RH11 9RT**

If you have any queries about your entry, the Awards, or require additional entry forms for this or any other category, please contact Rebecca George on

**01293 610422** or email **[rebecca.george@wrbm.com](mailto:rebecca.george@wrbm.com)**

Alternatively, log onto **[www.bakeryawards.co.uk](http://www.bakeryawards.co.uk)** where you can download further copies of this entry form or for any other category.

We will keep you informed of products and services from William Reed Business Media Ltd. If you do not want to receive such information please email [data.manager@william-reed.co.uk](mailto:data.manager@william-reed.co.uk), or write to Data Manager, WRBM, Broadfield Park, Crawley RH11 9RT.

We may also make your contact details available to third parties offering products or services that may be of interest to you (excluding e-mail and mobile numbers). If you do not wish your details to be passed to third parties please tick here. [ ]

I agree to the submission of this entry and am aware of the conditions of entry

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Terms and Conditions

1. By entering the Awards, the Entrant will be deemed to have read and understood these rules and to be bound by them. These rules include any instructions set out with the Entry Form.
2. The competition is open to UK residents only. Overseas entrants are not eligible.
3. Individual named entrants may not enter for more than one award. A company may enter for as many awards as it chooses but each entry must be submitted by a different individual. Entrants may not enter for any award which they have won since 1st January 2008.
4. The Organiser reserves the right, at its absolute discretion, to reject any entry that it deems inappropriate.
5. Entry forms and any supporting documents must be sent by pre-paid post or courier, to arrive no later than Friday 20th May, 2011. Proof of posting will not be deemed to be proof of delivery. Supporting documents will be retained by the Organiser.
6. Entries will only be accepted if they are submitted on the Entry Form and completed in full, in ink.
7. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
8. Responsibility cannot be accepted for any lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions, may be deemed invalid in the sole discretion of the Organiser.
9. There will be three finalists for each award from whom will be selected a winner. All of the finalists will be selected during June against the criteria set out in the Entry Form by a panel of independent judges selected by the Organiser and will be notified by post within 14 days.
10. The finalists and winners will be announced at, and will be required to attend, the Awards ceremony at the Park Lane Hilton on Wednesday 7th September, 2011. The winners' names will be published in British Baker.
11. Accommodation in London on the night of the Awards for award finalists will be booked and paid for by the sponsor of the relevant category. In the case of an individual finalist, accommodation will be for the individual and a partner and in the case of a corporate finalist, for a representative of the company and a partner.
12. The judges may decline to make an award in any category if, in their opinion, there are insufficient entries of a winning standard.
13. The Organiser reserves the right to change the categories of the Awards and the judging panel without prior notice to entrants.
14. The decision of the judges on all matters affecting this competition is final and legally binding.
15. No correspondence will be entered into.
16. Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.
17. Entrants consent to the publication by the Organiser, in connection with the Awards, of any of the documents or materials constituting their entry.
18. Winners may publicise that they are a category winner in the "British Baker Baking Industry Awards 2011" provided that the category is specified. They will each be sent a specific winner's logo for this purpose.
19. By entering the Awards, all entrants will be deemed to consent to the transfer of their personal data to the Data Controller for the purposes of the administration of the Awards and any other purposes to which the entrant has consented.
20. The Organiser and Data Controller is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.



**British Baker**

William Reed   
BUSINESS MEDIA

[www.bakeryawards.co.uk](http://www.bakeryawards.co.uk)  
[www.bakeryinfo.co.uk](http://www.bakeryinfo.co.uk)