

The PME & British Sugar

win
£500

Icecraft Trophy

Live Competition
with regional semi-finals
and **final** at **Cake 2009**

Cake
International

PME
ARTS &
Crafts

BRITISH SUGAR
Icecraft
Sugarpaste



Dear Competitor

We have pleasure in enclosing the Competition Schedule for the **PME and British Sugar Icecraft Trophy 2009**. **Regional, LIVE Semi-Finals** will take place throughout the British Isles and the **FINAL will be held LIVE at the NEC in Birmingham**, we hope that you will consider entering.



Entry is free. You will need to supply a photograph of a decorated cake that you are prepared to re-create at a LIVE, regional Semi-Final within the time constraints and rules of the competition. Competitors may submit a maximum of two different entries for selection. A panel of experienced judges will select the semi-finalists from the photographs submitted.

Semi-finals

A list of the selected semi-finalists may be viewed on the sponsor's websites from 14th May 2009 onwards and they will be invited to compete in a live semi-final in their selected region. Competitors will be advised where and when their event will take place. Semi-finals will take place at week-ends during the months of June & July 2009. Finalists and runners-up will be selected to go forward to the Live Competition at the NEC.

Those awarded second place at the semi-finals will be invited to create a new cake in a live competition at Cake International 2009 on **Saturday 14th November 2009**.

- **1st Place** will receive **£50.00** (cheque/vouchers) + certificate
- All remaining contestants will receive **£35.00** in Knightsbridge PME & British Sugar products + certificate

There will be a prize-giving ceremony at 3.30pm on Saturday 14th November 2009

Final

The Grand Final will be a LIVE competition held at Cake International 2009 on **Sunday 15th November 2009**. Finalists will be required to create a **new**, original decorated cake.

Awards will include:

- **1st Prize - The Icecraft Trophy and £500.00** (cheque/vouchers + certificate)
- **2nd Prize - £200.00** (£150.00 cheque/vouchers plus £50.00 in Knightsbridge PME & British Sugar products + certificate)
- **3rd Prize - £100.00** (£75.00 cheque/vouchers plus £25.00 in Knightsbridge PME & British Sugar products + certificate)
- All other Finalists will receive **£75.00** (£50.00 cheque plus £25.00 in Knightsbridge PME & British Sugar products + certificate)

There will be a prize-giving ceremony at 3.30pm on Sunday 15th November 2009.

Live Competition Schedule

Competitors are required to produce an original decorated cake of their own design to fit within a 38cm (15") square in two hours.

The creation may be any shape and the competitor's choice of a formal or fun celebration cake on a board of any shape that fits within the stated size limits, with no height restriction. The cake may consist of a sponge cake, a fruit cake or a dummy and must be coated with Iccraft Sugarpaste. Decorations are of the competitor's choice and may include non edible items such as wires and ribbons.

A variety of equipment may be used but must include use of the following:

- One PME Supatube (icing tube)
- One PME cutter
- One other item of PME product

Other manufacturers equipment is permitted, together with the above. Please enter the PME items to be used on your entry form.

Semi-finalists and finalists will be provided with one 2.5kg pack of white or ivory Iccraft Sugarpaste. Extra paste is available on request. There will be a preparation time of 45 minutes prior to the commencement of the competition for the division and colouring of sugarpaste, filling your piping bags and organising your workspace. Butter/filling cream, Royal icing and other edible pastes except sugarpaste may be brought to the semi-final already prepared.



The following equipment will be provided by PME at all live semi-finals and the finals:

- Tilting turntable
- Full set of modelling tools - plus a quilting tool, cutting wheels & design wheeler set
- 2 x straight edge smoothers
- Foam pad set
- Icing bag stand
- 2 x rolling pins 9" & 16"
- 2 x sugar shakers (cornflour & icing sugar)

Basic cleaning supplies will be provided at the venue. Health and safety regulations must be adhered to at all times and all competitors take part in the competition at their own risk. Best practice should be observed at all times.

Enquiries regarding the schedule may be addressed to Pat Trunkfield on **0208 422 1035** or **pat@cakedecoration.co.uk**.

Sponsored by
Knightsbridge PME Ltd,
British Sugar plc and
ICHF Ltd

 **BRITISH SUGAR**



Please complete your entry form and send it together with your entry photographs (minimum size 6"x4") to:

Pat Trunkfield,

PME & British Sugar Icecraft Trophy,
Knightsbridge PME Limited,
9/10 Brember Road,
South Harrow,
Middlesex, HA2 8AX

by 30th April 2009 latest.



Live Competition Entry Form

Please fill in this form and then send back

Name (please use block capitals and full name):

.....

Address:

.....

.....

Post Code:

.....

Telephone Number:

.....

E-mail:

.....

Establishment / College / workplace (if appropriate):

.....

.....

For official use (Competitor's number):

I have read, understood and agree to abide by the Rules & Regulations governing the competition and accept the decision of the Judges as final. I guarantee that my competition entry is my own unaided work.

Signature:

Date:

.....

Please **indicate first and second choice** of regional Semi-Final from the list below:

Region	1st or 2nd
London & the South
East Anglia & the Midlands
Wales & the West
The North & Scotland

Please name **which three PME products** will be used:

1.
2.
3.

Please send a stamped addressed envelope for your acknowledgement.

To be sent to:

Pat Trunkfield,
PME & British Sugar Icecraft Trophy,
Knightsbridge PME Limited,
9/10 Brember Road,
South Harrow,
Middlesex, **HA2 8AX**

Each entry to be submitted on a separate form and sent together with photographs as soon as possible to the address above. **Closing date for entries is 30th April 2009.** Maximum number of entries per individual - 2. **Each photograph must be marked on the back with a label bearing the name and address of the competitor.** Do not write on the back of the photograph itself. Entry is free.

RULES & REGULATIONS 2009

Entries

Competitors must complete an entry form for EACH ENTRY and send it to Knightsbridge PME Limited at the address shown and by the closing date indicated. Photographs should be of good quality and minimum size of 6x4 inches (15x10cm). Employees or contractors of the sponsors are not permitted to enter.

Closing date

The closing date for all entries is **30th April 2009**. Late entries only accepted at the organiser's discretion.

Award guidelines

Each entry should be the unaided work of the competitor whose name appears on the entry form. The judges will be looking for the following:

- creativity/development of new ideas
- workmanship/craft skills shown
- composition/colour and proportion
- presentation and visual appeal
- good working practices and use of the required elements.

Exhibits that do not comply with the given schedule will be disqualified.

Work Space

Each competitor in the live competition should arrive at the venue a minimum of 30 minutes before the live competitions commence. Each competitor will register on arrival and be allocated a workspace. The organisers reserve the right to change the allocation as necessary. Each competitor's tools and equipment should be clearly marked as no responsibility can be assumed for the loss / security of the tools.

Security

While reasonable care will be taken with the security of the exhibits, the organisers will not be responsible for any loss or damage to work, equipment or personal effects.

Intellectual Property Rights

By entering the competition and allowing work to be shown at the **Cake** exhibition each competitor accepts that photographs or copies may be taken by any person or visitor and realises that designs/work may be reproduced and will not hold Knightsbridge PME Ltd, British Sugar plc or ICHF Ltd or its employees liable in any way should this happen. Designs/work may be photographed by the sponsors and used in promotional material.

Removal of Exhibits from Show

Cakes produced at the semi-finals and final must be removed by the exhibitor once the competition is over.

Results

Results will be made available as soon as possible after the conclusion of the event. Time will be allocated for competitors to seek the advice and guidance of the judges after the results have been posted.

The award ceremony for the final will take place at NEC. All finalists will receive a certificate.

Acknowledgements

Competitors will receive an acknowledgement of their entry if a stamped self addressed envelope is enclosed with the entry form. Photographs will be retained by the sponsors.

Travel and accommodation

All travel expenses and accommodation costs (if necessary) to semi-finals and final will be the responsibility of the competitor.

Regional Semi-Finals

Semi-finals will be held at weekends in the following regions during June and July. Competitors are asked to submit their selection of venue on the entry form.

1. London & the South
2. East Anglia & the Midlands
3. Wales & the West
4. The North & Scotland

Best of the Semi-Finalists

Those awarded second place at the Semi-Finals will be invited to create a new, original decorated cake to fit within a 38cm (15") square in three hours on **Saturday 14th November 2009**.

- **1st Place** will receive £50.00 (cheque/vouchers) and a certificate.
- **All remaining contestants** will receive £35.00 in Knightsbridge PME & British Sugar products and a certificate.

Grand Final – Live competition

The Grand Final will be held **LIVE at Cake International 2009 on Sunday 15th November 2009**. Finalists will be required to create a **new**, original decorated cake to fit within a 38cm (15") square in three hours.

The creation may be any shape and the competitor's choice of a formal or fun celebration cake on a board of any shape that fits within the stated size limits, with no height restriction. The cake may consist of a sponge cake, a fruit cake or a dummy and must be coated with Iccraft Sugarpaste which will be provided at the final. Decorations are of the competitor's choice and may include non edible items such as wires and ribbons.

Enquiries

Any further enquiries regarding the schedule can be sent to: Pat Trunkfield, Knightsbridge PME Limited, 9/10 Brember Road, South Harrow, Middlesex, HA2 8AX.