

Estonian Open for
BREADMAKER OF THE YEAR 2017
GUIDELINES

Organised by the Estonian Association of Bakeries



Theme: 'Republic of Estonia 100'

As a home assignment, contestants must prepare a fully edible composition based on the theme. The home assignment will be prepared as teamwork between bakers from different companies. The home assignment should include an introductory story to be placed on the display table. In addition, the entry will be presented by the team on site.

Every company shall display their **novelty bread** along with the home assignment. Novelty breads are also to be made as a home assignment, using 100% edible materials and dough comprising no less than 50% rye flour.

Contestants must use at least **two** ingredients from the options provided by the sponsors.

Samples of sponsored products are available upon agreement with the sponsor.

The home assignment and novelty bread will be presented on a table measuring 0.7 m in diameter.

Terms and conditions of competition

Competitors

The Estonian Open for BREADMAKER OF THE YEAR 2017 is open to all manufacturers who register by the deadline and pay the participation fee.

Basis of judging

The competition works shall be evaluated by a jury.

Evaluation criteria for jury

Home assignment:

Correspondence of theme to presentation 0-10
Craftsmanship 0-20
Display 0-10

Novelty bread

Appearance and content 0-20
Taste 0-30
Use of sponsor's ingredients 0-10 points (use of one product of gold sponsor = two points, use of one product of regular sponsor = one point)

Jury members' points will be summed up.

If the final results of the contest are equal, first place shall be awarded to the company who receives the largest number of high scores from the jury.

Registration for competition

The competition will take place at Tallinn Food Fair on 25 October 2017.
The closing date for registering is October 1st, 2017.

Participation and advertisement fees

Participation fee

till September 15th, 2017: special price 200 €

from September 16th till October 1st, 2017: 250 €

The application for participating in the contest must be submitted by the specified date and corresponding participation fees must be paid to the Estonian Association of Bakeries' bank account no. EE881010302011618001 SEB pank.

Advertisement fee

It is possible to use advertising spaces in the competition area. Corresponding agreements are to be signed with the Estonian Association of Bakeries.

Jury

The jury consists of five members who select a chairperson from among themselves. A secretary will take the minutes of the jury.

No representatives, owners or employees of companies taking part in the fair are permitted to be on the jury.

The secretary of the jury shall send the minutes to all competitors within seven days of the competition.

Awarding prizes

The award ceremony will take place after the competition at Tallinn Food Fair.

Awards in final round and BREADMAKER OF THE YEAR 2017 title

The BREADMAKER OF THE YEAR 2017 title shall go to the competitor who receives the most points based on the evaluation criteria described in the guidelines. The contestant who is named BREADMAKER OF THE YEAR 2017 shall receive a plaque from the Estonian Association of Bakeries and can use the BREADMAKER OF THE YEAR 2017 title.

The contestant who comes second shall receive a plaque from the Estonian Association of Bakeries.

The contestant who comes third shall receive a plaque from the Estonian Association of Bakeries.

For more information on the competition, visit the website of the Estonian Association of Bakeries www.leivaliit.ee or write to leivaliit@leivaliit.ee.

The organisation team reserves the right to make decisions throughout the competition period. Concerned parties will be informed thereof.