

## The National Brown Bread Baking Competition 2015

Aldi are delighted to be sponsoring the National Brown Bread Baking Competition in association with the National Ploughing Association and Irish Country Women's Association for the second year in a row. As part of the sponsorship Aldi will provide up to €30,000 in marketing support, ensuring that this year's competition will be better than ever.

Last year's competition saw Betty Williams win first prize and the enviable reputation of baking Ireland's very best brown bread. We are looking forward to seeing who will take first prize at the finals of the competition at the National Ploughing Championships.

### Prizes

1<sup>st</sup> Place: €5,000 plus 10% of the profits when their bread is stocked in store\*

2<sup>nd</sup> Place: €1,000\*\*

3<sup>rd</sup> Place: €500\*\*

4<sup>th</sup> Place: €300\*\*

The remaining four finalists will receive €200 in Aldi Vouchers\*\*.

This will bring the prize fund to a figure of over €7,600.

\*Winner of first prize will receive the €5,000 prize as €2,500 Aldi Vouchers and €2,500 cash. Their brown bread will also be stocked in all Aldi Stores in Ireland for a minimum of six months, during this time they will receive 10% of the profits.

\*\*All winners (with the exception of first place) will receive their prizes in Aldi Vouchers

### How does the competition work?

Contestants need to bake their best brown bread to be in with a chance of winning up to €5,000. You can use any recipe you choose, as long as it is baked in a loaf or round tin.

The first stage of the competition will be at Federation level and this will take place during June. The county winner will then qualify for the regional final, 27 county winners.

The regional final will be held in An Grianán in Termonfechin, Co. Louth on 13th August. Two winners from each region will qualify to compete in the semi-finals at the National Ploughing Championships in September 2015.

There will be two semi-final heats on 22nd and 23rd September.

The contestants placed first and second in each heat will qualify for the final on Thursday 24th September in the Aldi Tent at the National Ploughing Championships.

### It's open to everyone!

You don't have to be an ICA member to enter the competition. However, for non-members there is a fee of €20 payable to the ICA. Wondering where you can get involved and participate? [Click here](#) to find your nearest ICA meeting.

### The fine print

**Each competitor will receive a three day entry pass into the National Ploughing Championship (TBC)**

Each competitor will produce a homemade brown bread, baked in a loaf or round tin.

Competitors can use any ingredients purchased from Aldi. Any non-Aldi ingredients must be listed and presented in non-branded container(s).

A loaf tin or round tin can be used.

Competitor's Note: For the National Semi-Finals and Final, competitors will be obliged to use the ingredients supplied by Aldi on the day. Competitor's must be available on all three dates of the competition - September 22<sup>nd</sup>, 23<sup>rd</sup> and 24<sup>th</sup>.

Competitors may bring their own baking tin.

Competitors must have turned 16 by 1st January of the year of the competition to enter.

\*Directors, management and employees (and the immediate families of directors, management and employees) of the Promoter or the agencies or companies associated with this promotion are ineligible to enter.

### PLEASE NOTE:

The judges' decision in all competitions is final and binding on all competitors and the fact of entering shall be deemed an acceptance of this rule.