



## **Pizza Designer of the Year Award and Pizza of the Year £500 prize for winner!**

Sponsored by

**Whitworth Bros. Ltd.**

Flour Millers

**LEATHAMS**  
*The Food Innovators*



This competition aims to encourage new product development in the pizza restaurant/delivery market and comprises a series of four categories where entrants are required to **develop a recipe in at least two categories** using the sponsors ingredients. Judges will decide winners in each category plus an overall winner as Pizza Designer of the Year. **You may enter all four categories if you wish but must enter at least two.**

**The four winning recipes (and their creators) will be published as the 'Pizza of the Year Collection' as part of National Pizza Week 2008 – thus giving the winners (and their businesses) the opportunity for substantial publicity.**

## **Tulip Super Tops Pizza of the Year Category**

Design and make one pizza using Tulip Super Tops toppings

## **Leathams Rocquito Chilli Peppers Pizza of the Year Category**

Design and make one pizza to include Leathams Rocquito Chilli Peppers in the topping.

## **Jarlsberg Cheese Pizza of the Year Category**

Design and make one pizza to include Jarlsberg cheese in the topping.

## **Whitworth Bros Pizza of the Year Category**

Design and make one pizza to include Whitworths pizza flour in the base but any topping of your choice.

Entries will be judged on their creativity as well as commercial viability.

All entries must **state a selling price** plus the market where the pizza would be sold.

The regional heats take place as follows:

- |   |   |
|---|---|
| <b>Friday 26<sup>th</sup> September</b> | Lunch! Exhibition, Old Billingsgate Market, 16 Lower Thames Street, London                                |
| <b>Monday 6th October</b>               | Rigalettos Restaurant, JJB Sports Stadium, Loire Drive, Robin Park, Wigan WN5 0UH at 11am                 |
| <b>Tuesday 7th October</b>              | New Concept test kitchen, 588 Glasgow Rd Glasgow G81 1NH at 11am  |
| <b>Wednesday 14th October</b>           | College Restaurant, Bristol City College, Ashley Down Centre, Ashley Down Road, Bristol BS7 9DU at 3.30pm |

The final takes place on the same day as the Awards Dinner in London on 13th November, 2008 at the Royal Lancaster Hotel.

The overall Pizza Designer of the Year Award winner will be announced at the Awards Dinner and will receive a trophy plus a cheque for £500.

The winners of the individual categories will also receive trophies.

All finalists will receive tickets for the Awards Dinner.

**For those entering the competition samples of the ingredients mentioned can be obtained from the sponsors by calling Pam Sainsbury on 01291 636341 or as follows:**

**Whitworths Pizza Flour:**

Tel: Alan Ribakovs on 078087 36602 or 0772 5672580

**Selection of Tulip Super Tops range of toppings:**

Tel: Shirley Swanson 07887 690228

**Leathams Rocquito Chilli Peppers:**

Tel: Camilla Nord 0207 635 4090

**Jarlsberg Cheese**

Tel: Sharon Chambers 0208 622 0208

**PIZZA DESIGNER ENTRY FORM**

**HOW TO ENTER**

**Your name**

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**Business name**

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**Address**

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**Telephone number**

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**E-mail address**

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## Tulip Super Tops Pizza of the Year Competition

### Ingredients

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### Method

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### Suggested Selling Price

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**Leathams Rocquito Chilli Peppers  
Pizza of the Year Competition**

**Ingredients**

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**Method**

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**Suggested Selling Price**

**Jarlsberg Cheese  
Pizza of the Year Competition**

**Ingredients**

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**Method**

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**Suggested Selling Price**

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**Whitworth Bros**  
**Pizza of the Year Competition**  
(using toppings of your choice but Whitworths pizza flour in the base)

**Ingredients**

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**Method**

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**Suggested Selling Price**

**Entries to arrive no later than 29<sup>th</sup> August 2008:**

**Pam Sainsbury, PAPA, Association House, 18c Moor Street, Chepstow  
NP16 5DB or email to [pam@jandmgroup.co.uk](mailto:pam@jandmgroup.co.uk)**

For further information please telephone Pam on 01291 636341 or visit the PAPA website at [www.papa.org.uk](http://www.papa.org.uk)

