



PIZZA PASTA & ITALIAN FOOD ASSOCIATION

## Pizza Designer of the Year Award 2010

Sponsored by

**Whitworth Bros. Ltd.**

**Flour Millers**



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 in the Pizza, Pasta & Italian Food Magazine, with press releases for the local and national media, 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

## **Birra Moretti Pizza of the Year Category**

Design and make one pizza to complete Birra Moretti beer

## **Bel Foodservice Cheese Pizza of the Year Category**

Design and make one pizza to include Leerdammer 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:

**Monday 4th October**

Stateside Foods Ltd, 31-34 Great Bank Road,  
Wingate Industrial Park, Westhoughton, Bolton  
BL5 3XU at 11am

**Tuesday 5th October**

New Concept Test Kitchen, 588 Glasgow  
Road, Glasgow G81 1NH at 11am

**Monday 11th October**

Meadow Cheese Npd Kitchen, Hazel Park,  
Dymock Road, Ledbury, HR8 2JQ at 11am

**Tuesday 12th October**

Equipline Test Kitchen, Ashley House, Ashley  
Road, Uxbridge, Middx UB8 2GA at 11am

The final takes place on the same day as the Awards Dinner, at the Lancaster London Hotel, on 11th November, 2010.

The overall Pizza Designer of the Year Award winner will be announced at the Awards Dinner and will receive a trophy plus substantial publicity.

The winners of the individual categories will also receive trophies.

All finalists will receive 2 complimentary tickets for the Awards Dinner.

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

## **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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**Birra Moretti  
Pizza of the Year Competition**

**Ingredients**

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**Method**

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**Suggested Selling Price**



