



Marmalade Awards now open for entries

MARMALADE AWARDS MYSTERY CATEGORY IS REVEALED

The 2012 World's Original Marmalade Awards & Festival held at Dalemain Mansion near Penrith is on February 25th and 26th 2012 and marmalade makers are being encouraged to send in their entries early.

Jars are already arriving for the prestigious contest which, since it was launched six years ago, has become a firm favourite in the foodie calendar and organisers are urging anyone wishing to enter this February's competition to get their jam pans on.

An exciting addition to the awards is a category designed for this Jubilee year, MARMALADE MADE FOR THE MONARCH. If you believe that your marmalade is good enough to be served to the Queen and if it wins, Dalemain will commission a commercial producer to reproduce your recipe and will send it as a gift to Her Majesty the Queen to mark her Diamond Jubilee.

Organiser Jane Hasell-McCosh said: "We're really excited about our Marmalade Made for the Monarch category and have kept it under wraps until now. I think it's a fittingly British tribute for Her Majesty!"

"We've already had a number of entries arriving by post for our Awards. Last year we had over 1,100 entries from as far afield as Australia and the British Virgin Islands and this year we have already got entries from Italy, New Zealand, the Philipines and America and Alaska. It is a magnificent sight to see so many jars laid out in the beautiful state rooms at Dalemain and know how much love and care has gone into them," she added.

Entries from every type of marmalade maker are welcomed with categories catering for families, serious artisan and commercial producers, B&B owners and new categories include a Novice category for first timers and a Heritage category for recipes passed down the generations. The Paddington Bear sponsored category 'It's a Family Affair' promotes a great 'indoor activity' at a cold and wet time of year and encourages groups, especially with children, to enjoy making marmalade together. The quintessentially British event boasts the sponsorship backing of some of the most famous names in marmalade – Paddington, Jam Jar Shop, Mackays, Thursday Cottage and Fortnum & Mason.

The 2012 Artisan Competition will reward the Double Gold winner with the unique opportunity to have their marmalade sold at Fortnum & Mason in Piccadilly, London. This renowned store probably has the largest number of marmalades on sale in Britain and boasts its own range of 24 different types.

This category in the competition sets a standard that is internationally recognised and offers a significant business opportunity for winning entrants.

Three classes are available to Artisan producers: Seville (thick, medium and fine cut), Any Citrus (lemon, lime, sweet orange, blood orange, pomelo, grapefruit, kumquat, wild orange, tangerine and Clementine) and Marmalade with Interesting Additions (could include alcohol, non-citrus fruits, ginger, bergamot, lavender and basil). Artisan and commercial entries will all be judged according to appearance (set), taste (flavour and finish), texture and aroma. All must have been produced by an open pan method.

The **2012 Bed & Breakfast and Hotel owners, and the newly added Cookery Schools Competition**, supported by Alastair Sawday's aims to find home-made marmalade either served to customers or produced by the cooks by future. The top scores will then be awarded with Bronze, Silver and Gold awards and will feature on the marmalade website.

For Amateurs the categories for 2012 are: Seville Orange; Any Citrus; Dark & Chunky; Family Affair; Man-Made; Novice; Heritage; Merry Marmalade (with alcohol); Peers & Political; International and a Mystery category.

Amateur entrants will each receive a scorecard showing marks for taste, colour and set and the top marks will be awarded a Bronze, Silver or Gold certificate. Best in Show receives a silver gilt cup presented by the Worshipful Company of Fruiterers. Each category winner also gets a special prize.

This year the Best in Show will be commissioned and sold at Fortnum and Mason Piccadilly which this year raised a further £4000 for Hospice at Home

Entries for the Artisan, Bed & Breakfast/Hotel/Cookery Schools must be received by 12th February and Amateur competitions must be received by 19th February and can be accepted from NOW ON. Judging for the amateur categories at The World's Original Marmalade Festival (February 25th and 26th, 2011) will be undertaken by a prestigious panel of judges including preserving expert and author Pam Corbin, Tiptree managing director Walter Scott and Dan Lepard, award-winning baker and Guardian food writer who will taste the hundreds of expected entries.

Further entry details including downloadable entry forms can be found by visiting: www.marmaladeawards.com.

All amateur entry fees will be donated to charity. The 2012 beneficiaries are Hospice at Home and Action Medical Research; over £70,000 has already been raised over the past six years.

- Ends -

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