



International Craft & Hobby Fair Ltd
Dominic House
Seaton Road
Highcliffe Dorset
BH23 5HW
t: +44 (0) 1425 272711
f: +44 (0) 1425 279369
e: info@cakeinternational.co.uk
w: www.cakeinternational.co.uk

**NEC, Birmingham, Hall 17
B40 1NT
3 – 5 November 2017**

COMPETITION

Dear Competitor

We are delighted to attach this year's Competition Schedule for
Cake International NEC Birmingham, **3 – 5 November 2017**

Please read the rules and regulations on the following pages, before moving on to the competition schedule and entry form.

I do hope you will join us for the show – and remember, for friends and relations who want to visit the show to see your masterpiece, tell them to book their tickets in advance and save £2.00 off the 'on the door' price. For ticket information or to book tickets call 01425 277988 or visit www.cakeinternational.co.uk.

We look forward to seeing you at the show.

Yours faithfully,

The ICHF Team



BC17Competition/1.CompetitorLetterEmail

SCHEDULE OF COMPETITIONS

Competition entries are invited for the following classes. Entry is open to anyone except where a restriction is contained within the schedule. Competitors are advised to read the rules and schedule carefully, ensuring their entry complies with the requirements of their chosen class. For entry forms, Schedules and Rules & Regulations please visit www.cakeinternational.co.uk

You may enter more than one class but all entry paperwork must be received by Friday 13th October. If you have any queries about entering please email Melanie Underwood on melanieu@ichf.co.uk.

Cash prizes will be given to the three placements in each class - 1st £75, 2nd £50 and 3rd £25.

Class G - *Cake Collaborations* receive cash prizes of 1st £150, 2nd £100, and 3rd £50. Prize of £600 and trophy courtesy of Renshaw and Rainbow Dust Colours for *Best in Show Overall*.

Prize of £600 and trophy courtesy of Renshaw for *Best in Show International* (overseas competitors).

Prize of £600 and trophy courtesy of Cake Stuff for Class B – *Masterclass*

These will be announced at the Prize Giving on Sunday 5 November in the Cake International Theatre.

You could join the *Best in Show Overall* Roll of Honour alongside Jan Thorpe (1999 & 2002), Toshie Harashima (2000), Nik Holmes (2001), Carole Evans (2003), Risa Kuriyama (2004), Elizabeth Fundell (2005), Sandra Maria Clennell (2006), Susan Tarran (2007), Barbara Fox (2008), Susan Tarran (2009), Sandra Grice (2010), Elaine Thomas (2011), Nicholas Smith (2012), Rose Macefield (2013), Rita D'Ascenzo (2014), Katerina Schneider (2015) and Anjali Tambde (2016).

Each class states whether or not CAKE DUMMIES are permitted in that class.

COLD PORCELAIN is not permitted unless stated.

Competitors must complete one entry form per class. *Please submit your entry through www.cakeinternational.co.uk*. A registration fee of £15.00 per person allows entry to one class; subsequent entries by the same individual will be charged at £15.00 each. Included in this fee is a competitor badge for entry to the show each day which must be worn at all times. This will be available on delivery of your exhibit(s). A competitor plus one helper only is allowed into the set-up area. The last date for entries will be Friday 13 October 2017. Junior entries are £15.00 and include an extra competitor badge which can be used by a parent/guardian.



BC17/Competition/2CompetitionIntro

NEC, Birmingham: 3-5 November 2017

Competition Schedule

Please read the rules in addition to the schedule and **note** the entry deadline Friday 13 October.

Please read fully as some classes have been changed from previous shows.
Competition exhibits must be delivered for judging on Friday 3 November
between 07.00 – 08.45am.

All pieces must fit within the base area stated with no overhang.

SENIOR CLASSES

A: INTERNATIONAL CLASS: Overseas residents only.
sponsored by :

Create a display or cake that includes design elements representative of your own country or continent, including an **inscription/letters** stating country of origin. Cakes to be covered in any suitable edible material and flower sugar sprays may include wires, tape, ribbon and stamen, no other non-edible decoration. Dummies and internal supports may be used. Entries in this class restricted to visitors to the show from a registered overseas address. To fit within a base area of 46cm x 46cm (18" x 18") square.

B. MASTERCLASS: Previous Cake International Gold Award winners only.
sponsored by : Cake Stuff

Competitors produce an exhibit in their GOLD awarded category.
CLASS SPECIFICATION TO BE TAKEN FROM THIS SCHEDULE

C. GROWING FLOWER OR PLANT
sponsored by :

A realistic plant exhibit. Competitor should include wide range of growing stages. Display container / pot must be made from edible material, but can be displayed on a covered board or surface. No height restrictions. Wires, stamen, tape and ribbon permitted. To fit within a base area of 30cm x 30cm (12" x 12") square.

D. FLORAL DISPLAY – Fireworks Theme

sponsored by :

A Floral Display of flowers and foliage in a FIREWORKS THEME. May also include berries and buds. Wires, stamen, tape and ribbon permitted but must not dominate. Non-edible containers/supports may be used. To fit within a base area of 38cm x 38cm (15" x 15") square.

E. FLORAL FANTASY

sponsored by:

A creative NON BOTANICAL exhibit. The display must be made out of any non-edible medium e.g. cold porcelain or artista soft. Wires, Stamen, tape and minimal ribbon permitted. To fit within an overall base area of 38cm x 38cm (15" x 15") square. The display will be judged on overall visual impact including the base, innovative ideas, blending of different skills.

F. CELEBRATION CAKE FOR A SPECIAL OCCASION

sponsored by:

A single or two tiered cake covered with any edible medium for a special occasion, decoration of competitor's choice. Exhibits must have a piped inscription with a minimum of twelve letters/numbers indicating the occasion. No non-edible decoration (edible internal supports only if required). A dummy may be used. Exhibit to fit within a base area of 38cm x 38cm (15" x 15") square.

G. NOVELTY CAKE

sponsored by :

A single tiered Geometric shaped cake, not cut or carved, decorated using the theme *Once upon a time...*

All decoration must be on the cake, no marks will be given for additional decoration on the coated display board. Dummies permitted. All decoration must be edible. Exhibit must fit within a base area of 38cm x 38cm (15" x 15") square.

H. CAKE COLLABORATIONS:

sponsored by :

Open to teams of 2 – 4 individuals. The display must be themed. There is no restriction on mixture of styles and mediums used. Internal supports (including dummies) are permitted but no visible external supports allowed except in wired sugar flowers and foliage. Any mediums (edible or non-edible, that is cold porcelain or artista soft) used must be those used in sugarcraft. The display will be judged on visual impact, innovative ideas, blending of different skills and ideas that do not fit into other classes.

Total display to fit within a trestle table (6ft x 2.6ft).

I. DECORATED COOKIES FOR SANTA

sponsored by :

A display of 12 decorated cookies suitable for Christmas. All decoration must be edible. These will not be tasted. Stands permitted and any decoration used to enhance the display will be taken in to consideration with the awards
To fit within an overall width of 38cm x 38cm (15" x 15") square.

J. FESTIVE CELEBRATION CAKE

sponsored by :

A single tiered cake covered with any edible medium. If floral display/s are used, these may include wires, stamens, ribbons and tape (must not penetrate the cake unless suitable barrier used) but no other non-edible decoration may be used on the cake (edible internal supports only if required). A dummy may be used. Exhibit to fit within a base area of 38cm x 38cm (15" x 15") square.

K. CARVED NOVELTY CAKE

sponsored by :

A carved cake covered in any suitable edible medium. Over half the entry must be cake. The cake and decorations must be edible. Internal supports acceptable but no visible supports allowed. Dummies NOT permitted. The cake may be cut to ensure it complies with the criteria. Exhibit to fit within an overall width of 60cm x 60cm square (24"x24")

L. DECORATIVE EXHIBIT

sponsored by :

A decorative exhibit of your choice. Internal supports permitted, but NO DUMMIES or visible external supports allowed. No non edible decoration except in wired sugar flowers and foliage. Any edible mediums may be used. Primarily cake must be used although minimal RKT permitted where required, this does not affect sculpted exhibits where no dummy previously used. No height restriction. Minimum base area of 30cm x 30cm (12" x 12") with maximum base area of 60cm x 60cm (24" x 24") square.

M. PUSHING THE BOUNDARIES

The only limit here is your imagination. No height restriction. Internal supports permitted (including dummies). Any mediums can be used. Wires and artificial decorations may be used. To fit within base area of 3 feet by 2 feet 6" (90cms x 75cms)

N. SMALL DECORATIVE EXHIBIT

sponsored by :

A small decorative exhibit of your choice. Internal supports permitted (including dummies), but no visible external supports allowed except in wired sugar flowers and foliage. Any edible mediums may be used.

To fit within a 30cm x 30cm x 30cm (12"x12"x12") cube.

O. DECORATIVE EXHIBIT FEATURING A CHRISTMAS THEME.

Internal supports permitted, but NO DUMMIES or visible external supports allowed. No non edible decoration except in wired sugar flowers and foliage. Any edible mediums may be used. Primarily cake must be used although minimal RKT permitted where required, this does not affect sculpted exhibits where no dummy previously used. No height restriction. To fit within a base area of 60cm x 60cm square (24" x 24")

P. WEDDING CAKE OF THREE OR MORE TIERS

sponsored by :

Style and covering of competitor's choice – royal icing, sugarpaste, chocolate or other edible coating. If floral display/s are used, these may include wires, stamens, ribbons and tape (must not penetrate the cake unless suitable barrier used) but no other non- edible decoration may be used on the cake. Dummies are permitted. All display drapes must be contained within the permitted area. No height restriction. To fit within a base area of 48cm x 48cm (18" x 18") square.

Q. TIERED CELEBRATION CAKE OF TWO TO FOUR TIERS

sponsored by :

Any theme except Wedding. Style and covering of competitor's choice – royal icing or sugarpaste coating. Dummies are permitted. If floral display/s are used, these may include wires, stamens, ribbons and tape (must not penetrate the cake unless suitable barrier used) but no other non-edible decoration may be used on the cake All display drapes must be contained within the permitted area. No height restriction. To fit within a base area of 48cm x 48cm (18" x 18") square.

R. ROYAL ICED CELEBRATION CAKE:

sponsored by :

A single or two tiered cake covered with royal icing for a special occasion. All decoration must be made from Royal Icing only, no other medium allowed. Use of pillars, separators, stands permitted. A dummy may be used. To fit within an overall width of 38cm x 38cm (15" x 15") square.

S. CUP CAKE CLASS - NOT TASTED

sponsored by :

Prepare a display of twelve decorated cupcakes. Dummies not permitted. The display must contain just TWO different decorative styles, six identical of each. All decoration must be edible. Any decorative topper MUST be balanced with the overall design of the cupcake. Stands permitted and any decoration used to enhance the display will be taken in to consideration with the awards. To be displayed within a base area of 38cm x 38cm (15"x15") square with no height restriction.

T. CUP CAKES – TASTED

sponsored by:

Prepare a display of twelve decorated cupcakes. Decoration to be piped in filling / buttercream ONLY. Equal marking will be applied to the piped decoration and the cake. 1 or 2 cupcakes to be tasted at random. Jams, syrups etc may be used to enhance the flavour and edibility of the cake. To be displayed within a base area of 38cm x 38cm (15" x 15") square with no height restriction.

STUDENT CLASS

Open to full/part time students who are enrolled on a training course within a college or commercial establishment.

U. STUDENT CELEBRATION CAKE

sponsored by:

A single or two tiered cake to be coated in sugarpaste or royal icing. Theme and decoration to be of the competitor's choice but MUST include one of the following skills - handmade or piped sugar flowers, brush embroidery, bas relief, piped extension work, run-outs, modelling, air brush techniques, painting, free formed writing. Ribbons, stamens, thread, wires and floristry tape permitted. No other artificial decoration allowed. A dummy may be used. Cake to fit within a base area of 38cm x 38cm (15" x 15") square.

JUNIOR CLASSES

Young people are invited to enter the following age restricted classes. Students from schools particularly welcome.

V. JUNIOR DECORATIVE EXHIBIT – Open to young people 18 years and under sponsored by:

A decorative exhibit of your choice. Internal supports permitted (including dummies), but no visible external supports allowed except in wired sugar flowers and foliage. Any edible mediums may be used. No height restriction. To fit within a base area of 38cm x 38cm (15" x 15") square.

W. BIRTHDAY CAKE – Open to young people 9 years and under sponsored by

Design and decorate a single tiered 20cm (8") round birthday cake for a friend. Style and coating of competitor's choice but must include an inscription/lettering. A cake dummy may be used but all decorations must be edible. Maximum board size 30cm x 30cm (12" x 12").

X. BIRTHDAY CAKE – Open to young people between 10 and 12 years of age. sponsored by:

Design and decorate a single tiered birthday cake for a friend. Style and coating of competitor's choice but must include an inscription. A cake dummy may be used but all decorations must be edible. Maximum board size 30cm x 30cm (12" x 12").

Y: BIRTHDAY CAKE – Open to young people between 13 and 16 years of age. sponsored by:

Design and decorate a single or two tiered birthday cake for a friend. Style and coating of competitor's choice but must include an inscription. Cake dummy may be used but all decorations must be edible. Maximum board size 38cm x 38cm (15" x 15").

RULES & REGULATIONS: 3 – 5 November 2017

Entries

Competitors must complete a form for EACH ENTRY at www.cakeinternational.co.uk by the closing date. PLEASE NOTE exhibits should not be shown on any social media sites, otherwise your exhibit may be disqualified. All entries must be the bonafide work of the individual who has entered.

Registration fee

Each entry must be accompanied by the correct registration fee of £15. THERE ARE NO REFUNDS.

Closing date

The closing date for all entries is Friday 13 October.

Delivery of Exhibits

All exhibits should be presented at the time and day specified. Each competitor will register on arrival and be allocated space to position their exhibit. The organisers reserve the right to move the exhibits as necessary. A repair area will be available for competitors' use, for mending any damages incurred in transit. Bring your own repair kit. Travelling boxes must be removed from the exhibition after delivery and brought back to the show on collection. There are no storage facilities. Late entries only accepted at the Show Manager's discretion.

Displaying of Exhibits

Whilst every care is taken with the display of competition pieces, the organisers are not responsible for any damage, accidents or losses.

The competition area will open for the delivery of entries to Hall 17 door 17.4 from 0700 - 0845 on Friday 3 November.

Each competitor is allowed **one** helper in the set-up area. Once you have placed your competition piece, please leave the hall and re-enter through the main entrance when the show opens. The show opening times are 0930 - 1730 (1700 Sun).

Competitors reference labels

Two labels will be issued to competitors on their arrival at the show. Please attach one label to your exhibit so that it is visible to the judges and the other to the base of your exhibit for security purposes. You must then place your exhibit on the Competition Table where indicated by the class and exhibit number. Competitor Badges will be issued at this time, competitors only become eligible to receive their badges on delivery of their exhibit.

Badges must be worn at all times, including Prize Giving.

Security

While reasonable care will be taken with the security of the exhibits, the organisers will not be responsible for any loss or damage to exhibits, equipment or personal effects.

Intellectual Property Rights

By entering the competitions and allowing work to be shown at Cake International PLEASE BE AWARE that photographs or copies may be taken by any person or visitor and realise that your designs/work may be reproduced but you will not hold ICHF or its employees liable in any way should this happen.

Photographs

Photographs of competition pieces may be used online or printed in future relevant publications as agreed with ICHF management team.

Removal of Exhibits from Show

All exhibits must be removed at the time stated and NOT before. Collection can commence from 1700 Sunday 5 November. Please be aware of this rule when organising your travel plans. The organisers reserve the right to remove and destroy any exhibit not taken by 1800 on Sunday 5 November.

Results

Judging will take place during the first day of the show. Results available Saturday from 1400 at www.cakeinternational.co.uk with Placements publicised from 1400 Sunday.

Judges Forum

To understand how the judges have arrived at their decisions they will be available to discuss your results on Saturday 1300 – 16.00 and Sunday from 1000 until 1200 and 1400 – 1600 in the competition area. Competitors are encouraged to seek the advice and guidance of the Chairperson of Judges after results have been posted. The judges' decision is final. There will be no feedback given/available after the show.

Award Guidelines

Each entry should be the unaided work of the competitor whose name appears on the entry form. Each entry should be original work and not entered into any other competition or exhibition, no matter where. If proven, the entry will be disqualified. Where dummies are allowed they should be treated as real cake. The judges will be looking for the following:

- Creativity/development of new ideas
- Workmanship/craft skills shown
- Composition/colour and proportion
- Presentation and visual appeal

Exhibits that do not comply with the given schedule will be deemed Not To Schedule.

Awards

Gold Award, Silver Award, Bronze Award or Certificate of Merit may be awarded. Where the highest award in a class is bronze, no 1st, 2nd, or 3rd places will be awarded.

Not all entries are guaranteed an award.

Prize Giving

Takes place at 12pm on Sunday 5 November in the Cake International Theatre. Only first, second and third prize certificates will be presented at the prize giving. All other certificates will be available during feedback sessions. All cash prizes (if applicable) must be signed for and collected from the Competition Office.

Tasted Classes

Tasted class exhibits will be cut through the middle to show the construction. Attention should be given to portion size and decoration. Flavours and texture are important and the decoration should be in proportion to the portion. Inedible supports are not permitted.

All competitors

In the UK our Food Standards Agency states 'Anything that is inserted into a cake must be food approved'. We allow dummy cakes in the competition to save competitors money and time. However, you must treat as real cake and anything non-edible must not penetrate the coating unless a suitable protective barrier is used e.g. posy pic. Place the dummies on boards as you would a real cake. It is considered good practice to coat all cake boards with an edible medium and hide the board edge with ribbon. Safety Seal is deemed unsuitable for use with dummies.

Internal Supports

Wires/amature may be used where the class states "internal support may be used"

Spaghetti/Sugar Sticks may be used where class states "all decoration must be edible"

No internal supports at all where class states "no internal supports permitted"

Class Size

No overhang is permitted in any class which takes the piece over the maximum base area. The size of the overall width is the maximum size permitted although there is no height restriction unless stated e.g. Small Deocorative Exhibit.

Cold Porcelain and Artista Soft must not be used unless stated.

Acknowledgements

Competitors will receive an acknowledgement of their entry. Please present this at the Registration Desk on arrival. Look for Competition Registration signs. To attend the show adult helpers will need their own Cake International admission ticket. Children are not permitted in the registration area unless they are competitors.