



The 7th edition of PUGLIA CAKE FESTIVAL will be held on 7/8 October 2023

At “SAN GIORGIO PALACE – TRANI”

Organizers: APS-ETS APULIA FOOD & CAKE TRAVEL #pugliacakefestival2023

Category (A): “Wedding Cake” – International cake design Competition.

Theme: “Country chic”

METHOD AND TERMS OF PARTICIPATION

Registration must be made no later than 1° September 2023 at the organization of the Puglia Cake Festival.

Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on 6 October 2023 at Palazzo San Giorgio in Trani from 9:00 to 20:00.**

The work will be judged anonymously by the International Jury the following day from 8:00 to 10:00 behind closed doors before the opening of the Festival.

Upon delivery, you will receive the registration number to obtain the badge and the number of the workstation in which to place the work.

An area for setting up and repairing will be made available to the participants for the repair and arrangement of any transport damage. If the work were to suffer damage during transportation, it will be advisable to report it on the accompanying technical sheet, otherwise the damage will be evaluated negatively in the scores assigned by the Jury.

It will be possible to place your work in the assigned space and once placed it will be mandatory to leave the exhibition area.

The work CANNOT be published on social media before the award ceremony, which will take place on 8 October 2023 at 17:00. Under penalty of exclusion from the competition.

You can then share all the images with the hashtag **#pugliacakefestival2023**.

The work cannot be taken from the table before 18:00 on the same day and no later than 12:00 on 9 October 2023. If they are not removed, they will be disposed of by the organization's staff.

The competition is open to professionals and non-professionals who have reached the age of majority by the deadline for registration, 1° September 2023. **Puglia Cake Festival staff operators cannot participate.** Send your high-resolution half-length photo, possibly wearing a jacket with a light background. Subsequently, your photo with the Festival logo will be sent, to be used both as a profile picture, for Facebook or Instagram pages.

REGISTRATION

To validate registration for the Competition, the completed and signed registration/privacy form must be sent by e-mail, along with a high-resolution half-length personal photo, possibly in a jacket with a light background, and the receipt of the registration fee.

- It is possible to register for more than one category but participating with only one work for each category.
- All registrations MUST BE SENT to the following e-mail address - info@pugliacakefestival.it

SUBSCRIPTION FEE

- The registration fee is € 30,00 for each category.
- Each registration will be combined with an identification number that you will receive upon delivery of the work.

Works delivered on Saturday 7 October 2023 will not be accepted FOR ANY REASON.

PAYMENT DETAILS

- **BANK TRANSFER IBAN:** IT54 C360 9201 6002 2257 3243 148
- **BIC:** QNTOITM2XXX
- **PAYABLE TO:** APULIA FOOD & CAKE TRAVEL

PUGLIA CAKE FESTIVAL 2023 REGULATIONS

**Category (A): “Wedding Cake” – International cake design Competition.
Theme: ” Country chic”**

THEME OF THE WORK and methods of realization:

The theme requires the presentation of a wedding cake suitable for a wedding in the countryside, outdoors, or in more rural locations, which in the settings is often associated with a refined but less formal style, decorated with simple objects and natural materials.

The “shabby chic” version is dictated by dusty colours, pickled wood, old lace, elegant flowers such as roses and peonies, cages, mismatched cups and saucers.

While the more "country" version also sees more intense colors and combinations such as cherry red, yellow and shades of green, the use of natural wood in its shades of brown and the presence of wild herbs, ears of corn, sunflowers, poppies , and decorative elements such as wicker baskets and farm tools.

The style of these weddings can also be contaminated by "Provençal", "chippy" or "botanical" style elements, which allow countless variations.

The creation of a wedding **cake of at least 3 tears is required**. The work must be made on polystyrene dummy and can contain all the desired decorative techniques **as long as the design can be easily reproduced as if at least three tears were to be in a "real" cake for a wedding reception**.

The relevance to the theme is of fundamental importance for the evaluation of the work by the international judges.

CATEGORY GENERAL RULES:

“Wedding Cake” – International cake design Competition

- A) The wedding cake must have at least 3 tears.
- B) The wedding cake must be made with polystyrene bases to simulate the 3 tears of a real cake, all must be completely covered with edible material (sugar paste, royal icing, etc...).
- C) The maximum dimensions of the **wedding cake** must be **45 x 45cm** including the cakeboard; **maximum height 80cm including any topper and any cake risers.**
- D) All the decorative elements must be positioned in order to be included within in the established dimensions, both in height and in width (vertical projection of the base).
- E) All the desired decorative techniques can be used as long as the theme is respected.
- F) The cake must be **placed on a tray/cake board** covered with edible material, if additional **risers or shelves** are used underneath the tray, they **will be included in the overall height of the cake.**
- G) Other NON EDIBLE SUPPORT ELEMENTS suitable for building cakes MAY also be used between the levels provided they are correctly isolated as for a real cake e.g. columns, fillable acrylic stands, side bars/spacers for floating cakes, (ATTENTION THEY ARE NOT CONSIDERED AS REAL TIERS AND ENTER IN THE CALCULATION OF THE OVERALL HEIGHT OF THE CAKE MAXIMUM 80 CM.)
- H) No set-up outside the cake can be created, it will not be allowed to remove or alter in any way the table set up by the organization.
- I) Artificial decorations such as strass, lights/LEDs, plastic or metal materials, etc. are NOT allowed in contact with the dummies that simulate the real cake (3 effective tiers) under penalty of exclusion from the competition.
- J) Covered wires, internal wire structures or wooden sticks will be admitted, but they must not be visible. External wires will only be allowed as stems and only if covered with floreal tape, they cannot be inserted directly into the cake but isolated with special straws or pics.
- K) The realistic or fantasy flowers HANDMADE in sugar paste, wafer paper or other edible material through the use of wires, cannot be inserted directly into the cake but isolated with special straws or pics (**flowers purchased already ready, under penalty of exclusion from the competition**).
- L) NON-EDIBLE MATERIALS SUCH AS SYNTHETIC PASTA/FIMO/COLD PORCELAIN ARE NOT ALLOWED FOR THE HAND-DONE DECORATIONS. Satin ribbon is only permitted to cover the edge of the artwork tray/cakeboard.
- M) The works must be unpublished, they cannot be the result of participation in a course, or in another competition and they cannot be a copy of the works of other Designers. They must be created by a single artist, the same one who registered and participates in the competition. Works created collectively are not accepted, under penalty of exclusion from the Competition.
- N) Each competitor will be able to participate in the competition by presenting only one work, created with the utmost commitment.
- O) The work must be accompanied by an **ANONYMOUS technical sheet** (attached to the regulation). It must include the title of the work and a brief introduction describing the source of inspiration, the work carried out, the techniques and materials used.

- P) If the work should be damaged during transportation, it will be advisable to report it on the accompanying technical sheet, otherwise the damage will be negatively evaluated in the scores assigned by the Jury.
- Q) The technical sheet must be presented together with the work and the anonymity of the artist must be respected, under penalty of exclusion from the competition. For the innovative or not well known techniques introduced, a detailed description is required to be included in the technical sheet. **The attached technical form must be completed in English and in Italian.**
- R) The response of the International Jury will be unquestionable, therefore at the time of presentation the Participant will tacitly accept the judgement. **The judges reserve the right to disqualify any entry that is inappropriate or does not respect the rules and regulations of the competition.**
- S) The quantity of decorative techniques chosen and applied will not be evaluated, which must instead all have an adequate technical and executive quality, and which will be judged on the basis of quality and innovation.
- T) Cleanliness and precision will be subject to careful evaluation of the work. It is advisable to pay particular attention to cleanliness and precision, avoiding leaving fingerprints, cuts, joints, etc.
- U) The work will be evaluated at 360° from every angle, therefore make sure you have covered it with edible material and that the internal structure is visible from no angle.

TECHNICAL JURY

The International Jury will be made up of cake design professionals specialized in the wedding cake technique, multi-awarded nationally and internationally:

- **BARBARA RITA BORGHI** (Pastry chef, cake designer specialized in decorating with pastilles, chocolate, artistic sugar, graduated from the CAPAC of Milan with PASTRY skills and owner of the pastry laboratory "Mabanuby Pasticceria Artistica" together with Manuela Taddeo since 2014. participates in national and international competitions achieving various successes, including the bronze medal at the Word Trophy of Pastry Ice Cream and Chocolate FIPGC 2019, the title of Italian champion at the Italian Pastry Championship FIPGC 2018. **Other Awards:** Cake International Birmingham 2018 - gold medal and overall first place in the Fantasy Flower category, Italian Wedding Award 2017 Milan - winner in the Wedding Cake category, Italian Wedding Award 2016 Rome - winner in the Wedding Cake category with preparation of real cake and tasting, Coppa Italia Pasticceria Artistica Gic Sigep 2016 - 1st place overall (technical jury for design and degustation).
- **ADRIAN CABRERA** (Cake designer, teacher and international presenter specialized in the technique of realistic flowers in edible masses, royal icing and modeling. International judge of various Cake Design competitions in American and European countries. Creator of his book "The beautiful art of flowers in sugar". Consults with gastronomic teachers in professional training schools in Chile).
- **SHAKI PERERA** (Cake designer, specialized in the decoration of Royal Icing and realistic flowers with twenty years of experience. International teacher and winner of many national and international awards including: Gold medal Cake International Birmingham 2014 and 2015. Finalist in the "Royal Icing" category at Cake Masters Magazine Awards 2015, Award Winner FIPCG 2021 "Best floral arrangement", winner at the "Championing Culinary Excellence London 2023" of 4 Gold Medals, 1 Silver medal and 3 Best in classes, Best in Show and "Professional Cake Decorator of the Year 2023 Founder of the "Shaki Cake International Academy. Brand Ambassador of Laped Italia).

EVALUATION CRITERIA

The evaluation of the works will be scheduled for Saturday 7 October 2022 at 08:00 before the opening of the event with the presence of the judges only.

All the works will be evaluated by an international jury of expert professionals in the sector, awarded nationally and internationally. The works will be evaluated strictly anonymously, according to the following criteria:

1. Adherence to the requested theme and the proposed inspiration.
2. Visual impact and presentation of the work (compositional balance, chromatic balance, general aesthetic evaluation).
3. Cleaning of the product: precision, uniformity of the coverings (no wrinkles, cracks), cleanliness of the decorations.
4. Artistic creativity: ability to artistically interpret and render the theme chosen as inspiration.
5. Use of the various techniques (skill in the proposed techniques, variety, new ideas). The innovative or little-known techniques introduced (adequately described in the technical data sheet) will be carefully evaluated for the assignment of a special recognition.

AWARDING

The award ceremony will take place on Sunday 8 October 2023 at 17:00.

The evaluation of the works will take place through the sum of the scores of all the judges.

1) First place Overall – Gold medal

- Cash prize of € 100,00
- Products offered by the official sponsor of a value of € 100,00

2) Second place Overall – Silver medal

- Products offered by the official sponsor of a value of € 75,00

3) Third place Overall – Bronze medal

- Products offered by the official sponsor of a value of € 50,00

Special mention for "innovation"

Special mention for the "Artistic criticism and creative flair"

Special mention for the "Cleaning of the elaborate"

The assignment of the first, second and third place podium will be excluded from the assignment of special mentions.

All other professional participants will receive a Certificate of Participation.

NB: "The initiative does not fall within the competitions and prize operations pursuant to article 6 paragraph 1 of Presidential Decree 430/2011."

GENERAL RULES

For each of the participating works, the organization, the owner of the Competition and its partners reserve the right to make publications on their website and on their social channels; the competitor at the time of participation, by sending his material to the selection of the Competition, implicitly accepts that photographic reproductions are made to be used for the report of the competition activity in any form deemed appropriate for this and future editions, without prejudice it being understood that in use the author of the work will always be mentioned. Participants waive any claim, request for compensation or otherwise against the organization and its partners, relieving the competition holders from any third-party request regarding copyright or other rights. This in compliance with the provisions of the laws 675/96 and 196/2003 and subsequent additions on the protection of privacy. The organization may cancel the initiative at its sole discretion, or vary the dates indicated in these regulations, without owing anything to the participants.



DATA SHEET: Category: **“Wedding Cake”**

SCHEMA TECNICA: Categoria: **“Wedding Cake”**

WORK / LAVORO: **A** _____

TITLE OF THE WORK:

TITOLO DEL LAVORO:

DIMENSIONS:

DIMENSIONI:

INSPIRATION DESCRIPTION:

DESCRIZIONE DELL'ISPIRAZIONE:

DESCRIPTION OF THE TECHNIQUES USED:

DESCRIZIONE DELLE TECNICHE UTILIZZATE:

DESCRIPTION OF THE MATERIALS USED: / DESCRIZIONE DEI MATERIALI UTILIZZATI:

- o covering and modelling sugar paste / pasta di zucchero da copertura e da modelling
- o chocolate-based sculpture paste / pasta scultura a base di cioccolato
- o colored cocoa butter/burro di cacao colorato
- o food colors / colori alimentari
- o gum paste / gum paste
- o royal icing / royal icing
- o shortbread / biscotto
- o edible jelly / gelatina edibile
- o wafer paper / wafer paper
- o rice paper / carta di riso
- o chocolate - plastic chocolate / cioccolato - cioccolato plastico
- o pastillage / pastigliaggio
- o isomalt / isomalto
- o corn silk / seta di mais
- o sugar lace paste / pasta merletto

INNOVATION (ONLY IF ACTUALLY PRESENT):.....

INNOVAZIONE (SOLO SE EFFETTIVAMENTE PRESENTE):

ANY DAMAGE IN TRANSPORT TO REPORT:.....

EVENTUALI DANNI RIPORTATI NEL TRASPORTO DA SEGNALARE:



REGISTRATION FORM/PRIVACY FOR THE PUGLIA COMPETITION CAKE FESTIVAL 7/8 OTTOBRE 2023

“Palace San Giorgio - via San Giorgio, 26 - 76125 Trani – PUGLIA (Italy)

DATA FOR PARTICIPATION:

Name and Surname:

e-mail:

Born in: Province The

Resident at: Street n.Post code

Tax ID code: Phone number:

CATEGORIES:

- (A) Wedding Cake (B) Royal Icing Cake (C) Hand Painted Cake (D) Modelling
 (E) Royal Icing Cookies (F) Realistic Sugar Flowers Display (G) Artistic Shortcrust Pastry

Join the competition

Fill in, sign and attach the copy of the payment of € 30,00 - Send everything by e-mail to:
info@pugliacakefestival.it by 1st September 2023.

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Date

Signature: