



The 9th edition of PUGLIA CAKE FESTIVAL will be held on 11/12th October 2025  
At "SAN GIORGIO PALACE – TRANI"

Organizers: APS-ETS APULIA FOOD & CAKE TRAVEL #pugliacakefestival2025  
Category ( A ): "Wedding Cake" – International cake design Competition.  
Theme: "Elegant & Luxury Style"

### METHOD AND TERMS OF PARTICIPATION

Registration must be made no later than 1<sup>st</sup> September 2025 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Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on 10th October 2025 at Palazzo San Giorgio in Trani from 08:00am to 6:00pm.**

Upon delivery, the competitor badge and work ID number will be issued, which will also correspond to its location. 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 will be judged by the International Jury anonymously on October 10 from 6:00 pm to 8:00 pm and the following day from 8:00 am to 10:00 am behind closed doors before the Festival opens.**

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.

**The work CANNOT be published on social media before the award ceremony,** which will take place on 12th October 2025 at 5:00pm. Under penalty of exclusion from the competition.

You can then share all the images with the hashtag #pugliacakefestival2025.

The work cannot be taken from the table before 7:00pm on the same day and no later than 12:00am on 13th October 2025. 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<sup>st</sup> September 2025. **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

Participation in the Puglia Cake Festival competitions and courses will be possible only for members of the Apulia Food & Cake Travel association which has been organizing the event for three years.

### CURRENT MEMBERS

1. For current members, the renewal of the 2025 membership fee (€15.00) will not be due as it will be included in the Competition registration fee: €30.00.
2. Make payment via:
  - **PayPal:** [https://www.paypal.com/donate/?hosted\\_button\\_id=7G67E8DTL6JFG](https://www.paypal.com/donate/?hosted_button_id=7G67E8DTL6JFG)
  - **BANK TRANSFER IBAN:** IT54 C360 9201 6002 2257 3243 148  
**BIC:** QNTOITM2XXX  
**payable to:** APULIA FOOD & CAKE TRAVEL  
**Reason:** Membership fee 2025, Name and Surname (PARTICIPANT) – Letter/s category chosen.
3. To validate your registration, complete the attached form in its entirety, on the site. Attaching the payment made with PayPal or bank transfer, in image or pdf:
  - <https://www.pugliacakefestival.it/competitions-2025.html>

### FUTURE MEMBERS

1. For future members the 2025 membership fee (€15.00) will not be due as it will be included in the competition registration fee or €30.00.
2. Make payment via
  - **PayPal:** [https://www.paypal.com/donate/?hosted\\_button\\_id=7G67E8DTL6JFG](https://www.paypal.com/donate/?hosted_button_id=7G67E8DTL6JFG)
  - **BANK TRANSFER IBAN:** IT54 C360 9201 6002 2257 3243 148  
**BIC:** QNTOITM2XXX  
**payable to:** APULIA FOOD & CAKE TRAVEL  
**Reason:** Membership fee 2025, Name and Surname (PARTICIPANT) – Letter/s category chosen.
3. To validate your registration, fill in all parts of the attached forms on the site. Attaching the same payment made with PayPal or bank transfer, in image or pdf in both forms:
  - <https://www.pugliacakefestival.it/statuto-e-modulo-adesione.html>
  - <https://www.pugliacakefestival.it/competitions-2025.html>

**Please attach a personal half-length photo possibly in jacket with clear high-resolution background with receipt of entry fee.**

- It is possible to register for multiple categories but participating with only one work for each category.
- **In case of delivery by vehicle to the entrance of Palazzo San Giorgio, the license plate must be communicated seven days in advance to the following email:** [info@pugliacakefestival.it](mailto:info@pugliacakefestival.it)
- Each registration will be combined with an identification number that you will receive upon delivery of the work.

**Entries turned in on Saturday, October 11, 2025 will not be accepted.**

## PUGLIA CAKE FESTIVAL 2025 REGULATIONS

### Category ( A ): “Wedding Cake” – International cake design Competition. Theme: ” Elegant & Luxury style ”

#### THEME OF THE WORK and methods of realization:

The theme requires the presentation of a wedding cake suitable for an elegant wedding elegant and luxury .

The “Elegant & Luxury style” version is dictated by homogeneous colours, slender and balanced, with care and cleanliness in the details and effective textures. Often decorated with lace, refined icing jewels, reliefs, beads and elegant flowers such as roses and peonies. All these additional elements take time and skill, so they turn the wedding cake into a true piece of edible art.

The creation of a wedding **cake of at least 3 tiers 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 tiers 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 tiers.
- B) The wedding cake must be made with polystyrene bases to simulate the 3 tiers 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 **46 x 46cm including the cakeboard**. There are no height limits.
- 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 edible and with a thickness suitable for the size 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.
- 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.

## EVALUATION CRITERIA

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 works will be scheduled for initial evaluation on Friday, October 10 from 6:00 pm onwards and Saturday, October 11, 2025 at 8:00 am before the opening of the festival.
- All works will be judged by an international Jury of professionals after careful evaluation of the quality and creativity of the submitted works whose judgment is final.
- The evaluation of the works will be done through the sum of the scores of all the judges.
- The award ceremony will take place on Sunday, October 12, 2025 at 5:00 pm.
- **After the award ceremony, it will be possible to have a quick discussion (feedback) with the judges who will be available.**

### 1) First place Overall – Gold medal

- Products offered by the official sponsor of a value of € 100,00
- Interview of the winner to be published in the special **D'Licious Magazine** edition dedicated to the Puglia Cake Festival

### 2) Second place Overall – Silver medal

- Products offered by the official sponsor of a value of € 75,00
- Interview of the winner to be published in the special **D'Licious Magazine** edition dedicated to the Puglia Cake Festival

### 3) Third place Overall – Bronze medal

- Products offered by the official sponsor of a value of € 50,00
- Interview of the winner to be published in the special **D'Licious Magazine** edition dedicated to the Puglia Cake Festival

**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 participants will receive a Certificate of Participation via online.**

**Awards will be given to works that score above 55/100:**

- 100/80 **HIGHLY COMMENDED**

- 79/55 **COMMENDED**

*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 - modelling 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: .....