



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 (B): “ Royal Icing Cake” – International cake design Competition.
Theme: “Celebrations”**

METHOD AND TERMS OF PARTICIPATION

Registration must be made no later than 1st 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Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on 10th October 2025 at Palazzo San Giorgio in Trani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, 1st 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
 - **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
 - **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
- 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 (B): “ Royal Icing Cake” – International cake design Competition. Theme: “Celebrations”

THEME OF THE WORK and methods of realization:

We require the creation of a NON-EDIBLE 1 or maximum 2 tier cake, entirely covered and decorated in royal icing, dedicated to a celebration.

The work must be unpublished and can draw inspiration from any celebration such as ceremonies, events, celebrations, important anniversaries etc.

All the decorative techniques of Royal Icing and the creation of flowers and leaves with Piping and Palette knife are allowed.

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

CATEGORY GENERAL RULES:

“Royal Icing Cake” – International cake design Competition

A) The works must be UNPUBLISHED and the result of an exclusive design; they cannot be the result of participation in a course, or in another competition and cannot be a copy of work done by others, under penalty of exclusion from the Competition.

They must be created by a single artist, the same one who registered and participates in the contest. Works created collectively are not accepted, under penalty of exclusion of the work from the Competition.

B) Each competitor will be able to participate in the competition by presenting only one work, created with the utmost commitment. The response of the International Jury will be unquestionable, therefore at the time of presentation the Participant will tacitly accept the verdict.

C) The work may have a maximum surface size of **30x30cm including the cake board** (and this area must contain its vertical projections). There are no height limits. The cakeboard must be strictly covered with edible material.

D) **The measures must be strictly respected under penalty of exclusion of the work from the Competition.**

E) The cake can be made with polystyrene dummies inside to facilitate transportation and storage during processing and display, which must be covered exclusively in Royal icing. For the covering it is allowed to use the traditional technique of uniform spatula, of poured glazing, but also innovative techniques that represent a more modern texture of natural inspiration, such as for example the texture of a bark or a stone material such as rock, or the natural design of leaves, moss or seasonal fruits. Research into exclusive textures and innovative manufacturing techniques that give a good quality result will be greatly appreciated (attention to cleanliness in the execution and to the precision of the details in this phase of preparation of the supports, which is often underestimated but which will be kept in great consideration in the evaluation of the Jury).

F) All decorative techniques in Royal icing are allowed such as:

- Brush embroidery
- Filigrane and “innovative filigrane” with naturalistic design
- Lace and “innovative Lace”
- Collars and frames
- Pressure piping
- Flowers and leaves in Royal icing made by piping with the appropriate knifetechnique nozzles and/or palettes.

- G) Realistic floral elements** (leaves and flowers) **will be admitted but NOT mandatory**, only in small part, maximum 3 small bunches or single elements, and only as completion elements in the presentation. In this case, the wires and internal structures in metal wire or wooden sticks must all be COVERED IN FLOREAL TAPE and must NOT be visible. Being a competition in Royal icing, the realistic flowers will not be taken into consideration for the assignment of the technical score, but only in the visual impact and general presentation. **On the other hand, the floral and natural elements that are made in Royal icing or Bean paste or Chocolate ganache** will be positively evaluated, integrated into the decoration using the piping techniques with the special nozzles, or the Palette knife technique for both direct and transfer application.
- H)** 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. 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 technical sheet must be presented at the same time as the work and the anonymity of the artist must be respected, under penalty of exclusion from the competition. For the innovative or little-known techniques introduced, a detailed description is required to be included in the technical sheet. **The attached technical sheet must be completed in English and in Italian.**
- I)** The cleanliness and precision of the work will be carefully evaluated, which will also be awarded a special mention. It is therefore advisable to pay particular attention to cleanliness and precision, avoiding leaving fingerprints, cuts, cracks and color smudges, etc. The work will be evaluated at 360° from every angle, therefore make sure you have covered it carefully, not to leave any unfinished parts, and that the internal polystyrene structure is visible from no angle.
- J)** Artificial objects and/or decorations such as lights/LEDs, plexiglass, plastic backslashes, visible pegs or columns, plastic or metal materials, etc. are NOT allowed, under **penalty of exclusion from the competition.**
- K)** The satin ribbon is only allowed to cover the edge of the base of the work. The cake must rest on a cake board edible with a thickness suitable for the size of the cake.

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, "WOW effect").
3. Artistic creativity: ability to artistically interpret and render the theme chosen as inspiration.
4. Executive difficulty of the painting and quality of the decorative techniques used.
5. Cleanliness of the product, proportions, precision and attention to details.

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 the "INNOVATION IN DESIGN in ROYAL ICING"

Special mention for the "Artistic criticism and creative flair"

Special mention for the "Accuracy of the work"

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: “ Royal Icing Cake”

SCHEMA TECNICA: Categoria: “ Royal Icing Cake”



WORK / LAVORO: **B** _____

TITLE OF THE WORK:.....

TITOLO DEL LAVORO:.....

DIMENSIONS:.....

DIMENSIONI:.....

INSPIRATION DESCRIPTION:

DESCRIZIONE DELL'ISPIRAZIONE:

DESCRIPTION OF THE TECHNIQUE AND MATERIALS USED/ DESCRIZIONE DELLE TECNICHE E DEI MATERIALI UTILIZZATI:

- Covering in Royal icing / Copertura in Royal icing.
- Decorating Royal icing / Decorazioni in Royal icing.
- Brush embroidery technique / Tecnica Brush embroidery.
- Filigrane and “innovative filigrane” / Filigrane e “filigrane innovative”.
- Filigrane with natural designs / Filigrane con design naturalistico.
- Lace and “innovative Lace” with natural designs / Lace and “innovative Lace” con design
- Collar and frames / Collar e frames.
- Pressure piping / Pressure piping
- Flowers e leaves in Royal icing or Bean Paste or Chocolate ganache: made by piping or palette knife technique
Fiori e foglie in Royal icing o Bean Paste o Chocolate ganache: realizzati mediante piping con le apposite bocchette e/o palette knifetecnique.
- Realistic flowers and leaves made by Gum Paste / Fiori realistici e foglie in Gum paste.

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

INNOVAZIONE (SOLO SE EFFETTIVAMENTE PRESENTE):.....

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

EVENTUALI DANNI RIPORTATI NEL TRASPORTO DA SEGNALARE:.....