



**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 ( E ): “Decorated Cookies Display”**

**International cake design Competition.**

**Theme: ” Welcome Autumn”**

## **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Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on 10th October 2025 at Palazzo San Giorgio in Trani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 ( E ): “Decorated Cookies Display”

#### International cake design Competition.

#### Theme: ” Welcome Autumn”

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

The theme assigned to this category "Welcome Autumn" is dedicated to the season in which nature manifests itself with its most beautiful colors!

You are asked to represent it in a set of 6 biscuits decorated with any edible material: sugar paste, plastic chocolate, royal icing etc. Each biscuit must have a different design but inherent to the requested theme. The participant will be responsible for the interpretative research of the autumn season.

Dive in and have fun welcoming autumn through your cookies!

Relevance to the theme is of fundamental importance for the evaluation of the work by the Judges.

#### CATEGORY GENERAL RULES:

#### “Decorated Cookies Display” – International cake design Competition

- A)** The creation of a set of 6 "shortcrust pastry biscuits decorated with any edible material" and of any shape is requested. Each cookie must have a different design but inherent to the requested theme. The cookies can be painted, be in 2D, have elements in relief and be decorated with the piping technique.
- B)** The works presented 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 Cookie Artists.  
The combination must be created by a single artist, the same one who registers and participates in the contest and works with collective participation are not accepted, under penalty of exclusion from the Competition.
- C)** The cookies in the set can be cut with commercial cutters or by hand, they can be of geometric shapes or objects that have a meaning related to the theme.  
The cookies can all be of the same shape or have different shapes, to express the entrusted theme with maximum creative freedom, but **EACH COOKIE MUST HAVE A DIFFERENT DESIGN** that is inherent to the autumn theme. It will not be possible to replicate the same design 6 times.
- D)** The set of 6 cookies must be presented on a cake board/tray with a **maximum size of 32x32cm**. The cookies can be placed horizontally on the tray or supported by special riders, provided that their size and projection are within the **display volume of the work of 32x32cm.x32cm. in height**.  
The use of vertical display panels will not be permitted.

**Each cookie must be an individual piece and must not be attached to the cakeboard or rider to be judged from both sides, both front and back. The cookie must be decorated only on the front.**

The measures must be strictly respected under penalty of disqualification of the work.

**The use of stencils, molds and impression mats for decoration is not permitted.**

**E)** The work must be accompanied by an **anonymous technical sheet** (attached to the regulation). It must contain 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 Organization will provide a plaque with the words "*Damaged in Transit*". In this way, the damage will not change the judgment on the evaluation of the work.

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.

**The attached technical sheet must be completed in English and in Italian.**

**F)** 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.

**G)** 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 traces of icing, color smudges, joints, etc.

The work will be evaluated at 360° from every angle, so make sure you also clean the back of the cookie.

## 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 visual impact”**

**Special mention for the "Artistic Criticism and creative flair "**

**Special mention for the "Technical precision 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 on line.**

**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: “Decorated Cookies Display”  
**SCHEMA TECNICA:** Categoria: “Decorated Cookies Display”



**WORK / LAVORO:** **E** \_\_\_\_\_

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 sugar lace paste / pasta merletto
- o gum paste / gum paste
- o royal icing / royal icing
- o shortbread / pastafrolla
- 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 food colors / colori alimentari

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

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

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

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