



**The 10th edition of PUGLIA CAKE FESTIVAL will be held on 3/4th October 2026
At "SAN GIORGIO PALACE – TRANI"**

Organizers: APS-ETS APULIA FOOD & CAKE TRAVEL #pugliacakefestival2026

Category (M): "Decorated Cupcakes Display"

International cake design Competition.

Theme: "Free Theme"

METHOD AND TERMS OF PARTICIPATION

Registration must be made no later than 1st September 2026 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Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on Friday 2nd October 2026 at Palazzo San Giorgio in Trani from 10:00am 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 Friday, October 2nd from 6:30 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 4th October 2026 at 5:00pm. Under penalty of exclusion from the competition.

You can then share all the images with the hashtag **#pugliacakefestival2026.**

The work cannot be taken from the table before 7:00pm on the same day and no later than 12:00am on 5th October 2026. 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 2026. **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 four years.

CURRENT MEMBERS

1. For current members, the renewal of the 2026 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 2026, 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-2026.html>

FUTURE MEMBERS

1. For future members the 2026 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 2026, 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-2026.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 3, 2026 will not be accepted.

PUGLIA CAKE FESTIVAL 2026 REGULATION
Category (M): “Decorated Cupcakes Display”
International cake design Competition.
Theme: “Free Theme”



THEME OF THE WORK and methods of realization:

The free theme for this "Decorated Cupcakes Display" category invites participants to present **a set of 5 cupcakes** decorate them with any edible material. Participants can explore classic themes or embrace the latest trends in artistic pastry making. **Copyrighted characters (Pokemon, Mickey Mouse, etc.) should be avoided.**

Edible decorations are permitted, provided they are **separate from the cupcakes**, but the 5 cupcakes must be the stars of the display.

Here are some thematic ideas for a "Decorated Cupcake Display" category, but you're free to choose others to your liking:

Here are some thematic ideas for a "Decorated cupcakes display" category:

 **Enchanted and Fairytale Worlds**

- **Secret Fairy Garden:** Cupcakes decorated with realistic flowers, mushrooms, and tiny woodland creatures.
- **Underwater Kingdom:** Decorations with isomalt coral, mermaids, and edible pearls.
- **Dragon and his Treasure:** A display where the cupcakes are gold coins or dragon scales, surrounded by a mythological fondant creature.

 **Historical and Retro Themes**

- **Victorian (Lambeth Style):** Cupcakes with intricate piping, buttercream ruffles, and small cameos.
- **Rococo and Baroque:** A display reminiscent of a noble living room, with edible gold decorations, bows, and architectural details.

 **Nature and Sustainability**

- **Urban Jungle:** An exhibition that transforms cupcakes into succulents, cacti, and tropical flowers arranged among natural wood and stone.
- **The Four Seasons:** A display divided into four sections that showcases the chromatic evolution of nature through frosting.

 **Cinema and Science Fiction**

- **Galactic Journey:** Cupcakes with a galaxy effect (mirror glaze), streamers, and 3D planets.
- **Steampunk Adventure:** An industrial aesthetic with gears, bronze, and lenses, all made of chocolate or fondant.

 **Illusions and "Trompe-l'oeil"**

- **Illusionary Tea Party:** Cupcakes that look like teacups, teaspoons, or sugar cubes.
- **Counterfeit Savory Foods:** Cupcakes that perfectly imitate mini-hamburgers, sushi, or pasta dishes.

Be bold, be imaginative!

You'll then be asked to create a set 5 cupcakes decorated with any edible material: buttercream, frosting, fondant, modeling chocolate, royal icing, etc. **Each cupcake must have a different design but must be coordinated and relevant to the chosen free theme.**

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

CATEGORY GENERAL RULES:

“Decorated Cupcakes Display” – International cake design Competition

A) You are required to create a set of 5 100% edible cupcakes

(small cakes baked or in rice krispies/RKT) and decorate them with any edible material (buttercream, frosting, fondant, modeling chocolate, royal icing, etc.).

Cupcakes made with dummies are not permitted.

The cupcake will be judged on its complete edibility, and every element of the cupcake, including its decoration, must be **completely edible** for judging purposes.

Cupcake wraps are permitted.

B) Each decorated cupcake has a maximum height limit of 11 cm from the base of the

cupcake to the top of the decoration and must have a different design but must be coordinated and relevant to the chosen free theme. The same design cannot be repeated five times (e.g. 2 identical dragons, two identical flowers etc.).

C) The set of up to 5 cupcakes must be presented on a cake board/tray of any shape and have a maximum size of 28 x 28 cm, which will be the space reserved for displaying the work. These dimensions must be strictly adhered to, or the entry **will be disqualified**.

The cake board must be covered with edible material, and the edges must be covered with edible material or non-edible tape.

D) Internal supports are not permitted in cupcake decorations.

E) Decorations covered in edible material are permitted, separated from the cupcakes to enhance the display, even if supported by internal supports **but the cupcakes must be the protagonists**.

F) Submitted works must be UNPUBLISHED and cannot be the result of participation in a course or another contest, nor can they be copies of works by other Cupcake Artists.

The combination must be created by a single artist, the same one who registers and participates in the contest. Collective submissions will not be accepted, under penalty of disqualification from the competition.

G) 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.

- H) 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.
- 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 traces of frosting, royal icing, color smudges, joints, etc.

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 theme chosen 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 2 from 6:30 pm onwards and Saturday, October 3, 2026 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 following awards will be assigned to works that achieve a score above 55/100:**
 - **Gold** 90 – 100
 - **Silver** 80 – 89
 - **Bronze** 70 – 79
 - **Merit** 55 – 69
- **No prize less than: <55 (Certificate of Participation)**
- **The badges with the corresponding awards will be displayed next to each work on Sunday, October 4, 2026, at 4:00 PM and it will be possible to have quick feedback from the judges who will be available.**

- The first three works that achieve the highest overall score will be assigned the following category podium:

1) First place overall in Category

- 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 in Category

- 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 in Category

- 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

In addition, any Special Mentions will be awarded:

- 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.

The Category Podium and Special Mentions will be awarded during the official Awards Ceremony on Sunday, October 4th at 5:00 PM.

All participants will receive a Certificate of Achievement online.

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 Cupcakes Display”
SCHEMA TECNICA: Categoria: “Decorated Cupcakes Display”



WORK / LAVORO: **M** _____

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 rice krispies/rice krispies
- 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:.....