



**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**

## **INNOVATIVE PANETTONE CHAMPIONSHIP - 2ND EDITION Theme: "Flavors and Aromas of Puglia"**

### **METHOD AND TERMS OF PARTICIPATION**

The Puglia Cake Festival organizes the second edition of the **"Innovative Panettone - Flavors and Aromas of Puglia" competition**. Innovative Panettone means in taste as a combination of unusual and new products and ingredients.

The objective of the competition is to select the best innovative panettone that meets all the requirements requested by a Technical Jury which will decide the winner. All confectioners, ice-cream makers, chocolatiers and bakers who are owners or employees of commercial artisans residing all over the world and who have reached the age of majority can participate in the competition.

Registration must be made no later than **20th September 2023** at the organization of the Puglia Cake Festival.

For the purposes of participation, each participant must produce two in number identical Innovative Panettone filled in the same way which must be delivered in person or sent to the office for **6th October 2023 (between 09:00 and 20:00) and no later than 10:00 on 7th October 2023 at the Palazzo San Giorgio in Trani (Italy)**. If panettone are sent without the competitor's identification, they will be excluded from the competition.

For those who present their panettone at the venue, an official badge of the festival will be issued.

The Technical Jury will judge the panettone anonymously and will select 10 on **7th October 2023** which will go to the final on **8th October 2023**.

The 10 finalists will receive a personal communication and will be published on social networks on the evening of **Saturday 7th October 2023 and at the festival**.

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

Subsequently, all the images can be shared with the hashtag **#pugliacakefestival2023**.

**Puglia Cake Festival staff operators will not be able to participate.**

## 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.

- All registrations **MUST BE SENT** to the following e-mail address - **info@pugliacakefestival.it**

## SUBSCRIPTION FEE

- The registration fee is €50.00.
- Each registration will be combined with an identification number that you will receive upon delivery of the panettone.

**FOR ANY REASON, panettone delivered after 10:00 on Saturday 7th October 2023 will not be accepted.**

## PAYMENT DETAILS

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

**P.S. The organization of the PUGLIA CAKE FESTIVAL 2023 will provide a stand area to promote its panettone and other products for tasting and sale. To participate, a registration fee of € 200.00 plus VAT is required.**

For information and membership, contact the organization by e-mail **info@pugliacakefestival.it**.

## PUGLIA CAKE FESTIVAL 2023 REGULATIONS

### INNOVATIVE PANETTONE CHAMPIONSHIP - 2ND EDITION

**Theme: "Flavors and Aromas of Puglia"**

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

The production of Two Innovative Panettone filled in the same way using only and exclusively MOTHER YEAST weighing a minimum of 1 kg, max 1,200 kg each using one or more products from the Puglia area which could be: wine (in the form of syrup, gelée, ganache, etc); flour (such as semolina, Senatore Cappelli etc); fruit (candied, gelée, spherical, etc); dried fruit; dairy products (for example burrata or something else such as cream and milk processed and properly inserted).

The flavors of Puglia are famous and loved all over the world because they are simple, straightforward flavours, given by raw materials naturally ripened in the sun and therefore organic.

Enhance the territory by connecting agriculture, tourism, culture, landscape. It must have a intended use that enhances the Puglia territory. The place of origin of the production is one of the identifying elements of the product, and is able to give it distinctive strength on the market. It is necessary to ensure that the specific production of the territory is also perceived externally as a production with greater value. It must be recognized that the link between territory, product, company and history contributes to the protection of the territory.

Relevance to the theme is of fundamental importance for the evaluation of the panettone by the Technical Jury.

## CATEGORY GENERAL RULES:

### INNOVATIVE PANETTONE CHAMPIONSHIP - 2ND EDITION Theme: "Flavors and Aromas of Puglia"

- A)** Innovative Panettone must be Two filled in the same way produced exclusively with SOURDOUGH weighing a minimum of 1 kg. max 1,200 kg each.
- B)** **The following cannot be used: Preservatives - Emulsifiers - Mono and Diglycerides - Colorants - Artificial flavors and premixed flours.** Under penalty of exclusion from the competition.
- C)** The Panettone must be produced in anonymous baking cups and must be hermetically packaged with a special transparent food plastic wrapper without logos, otherwise they will be excluded from the competition.
- D)** The Panettone must be accompanied by a **technical sheet**. It must indicate the ingredients, grammage, weight and the products used from the Puglia area, also mentioning the manufacturing company.
- E)** All panettone damaged during transport will be excluded from the competition.
- F)** Each participant can participate in the competition by presenting only one type of innovative panettone. The response of the Technical Jury will be unquestionable, therefore at the time of presentation the Participant will tacitly accept the verdict.

## TECHNICAL JURY

The Technical Jury will be made up of nationally and internationally award-winning industry professionals:

- **MARIA PASTORE** (Pastry chef specializing in large leavened viennoiserie and classic pastry. Owner of "Pasticceria Pastore". Winner of many awards including: First place - Puglia 2017 sweet trophy; Silver medals at the FIPCG Panettone World Championships; Gold medal at Tenzone of panettone Parma; First place Parma capital of culture and gastronomy; Pastry queen silver medals Tenzone panettone. Apulian excellence).
- **BARBARA BORGHI** (Pastry chef graduated from CAPAT in Milan. She starts the Mabanuby cake design as pastry laboratory together with Manuela Taddeo in 2014. Over the years she has attended specialization courses with the greatest masters both in the field of pastry and design She participates in national and international competitions achieving various successes, including the Bronze Medal at the Word Trophy of pastry Ice Cream and Chocolate FIPCG 2019 and the title of Italian Pastry Champion FIPCG 2018).
- **FABIO TAIANI** (In 2011 he began his pastry studies to get to work as a pastry chef and leavener in 2012. In 2016 he dedicated himself to the study of French pastry and viennoiserie and then began his career as a consultant and instructor of classic and modern pastry. In 2017 he joined the FIPCG deepening his studies within it. In 2018 he joined the Eccellenze Italiane FIPCG and participated in many international masterclasses. In 2019 he deepened his knowledge of artistic chocolate at the Academy of Italian Master Chocolatiers. Owner of the Sweet Creation pastry shop in Civitavecchia (RM).
- **NICO MARZOCCA** (Pastry chef and "Mulino Casillo" Ambassador. Of Puglia origin and lover of Campana pastry. He worked in 5 Star Luxury Hotels. He studied with great masters of the sector and is famous for his workhorse "revisitation of Savarin").
- **GIUSEPPE DEMONTE** (Master Pastry Chef - Yeast Maker, ACP BAT Trainer, Professor of Enogastronomy at Public Education, the Professional Training Body ENAC Puglia and Puglia Chef Academy. Consultant of Zingrillo.com of Barletta).

## EVALUATION CRITERIA

The selection of the innovative panettone that will go to the final will be scheduled for Saturday 7th October 2023. The panettones will be rigorously evaluated anonymously by the Technical Jury, according to the following criteria:

1. Visual aspect.
2. Tactile characteristics.
3. Cutting.
4. Aroma.
5. Complexity.
6. Softness.
7. Innovation and territoriality.
8. Cooking.
9. Open crumb.
10. Balance.

## AWARDING

The award ceremony will take place on Sunday 8th 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 with a value of €100.00
- n. 2 large adhesive badges and n. 100 small adhesive badges.

### 2) Second place Absolute – Silver medal

- Products offered by the official sponsor with a value of €75.00
- n. 2 large adhesive badges and n. 75 small adhesive badges.

### 3) Third place overall – Bronze medal

- Products offered by the official sponsor with a value of €50.00
- n. 2 large adhesive badges and n. 50 small adhesive badges.

### Special mention for “Originality”

- n. 2 large adhesive badges and n. 30 small adhesive badges.

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

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.





**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: .....

Place of birth: ..... County ..... D.O.B. ....

Home address.....

Post code: ..... Phone number: .....

**CATEGORIES:**

**Innovative Panettone**

Competition entered .....

Fill in, sign and attach the copy of the payment of € 50,00 - Send everything by e-mail to:  
**info@pugliacakefestival.it** by 20 September 2023.

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Date .....

Signature: .....