

## **Move over the Baftas - bumper crop of entries into Pink Lady® Food Photographer of the Year 2015!**

As the minutes to midnight ticked by on Sunday 8 February 2015, images were still cascading in to Pink Lady® Food Photographer of the Year 2015 from all corners of the globe, from Germany to Guatemala, from New Zealand to Norway.

“Pink Lady® Food Photographer of the Year is a truly international venture,” says Andy Macdonald, Managing Director of Pink Lady® Apples UK and headline sponsor of the awards. “We are absolutely delighted at how people engage with the awards around the world – almost 6500 images were entered this year, up from last year, and from 56 countries. Indeed, more than 20,000 images have been submitted since the first Awards in 2012.”

In only its fourth year, Pink Lady® Food Photographer of the Year has fast established itself as one of the world’s leading photographic awards and indeed firmly stamped its imprint on food photography as a cultural movement, now incorporating film as well.

It was launched in 2011, to celebrate the cultural diversity of food imagery and its numerous applications – in books, magazines, blogs and advertising, imagery of food is everywhere. The categories are equally diverse, including the Politics of Food, Food for Celebration and the Philip Harben Award for Food in Action, in memory of the UK’s first TV chef.

Judges for Pink Lady® Food Photographer of the Year 2015 include Michel Roux Jr, David Loftus, Jamie Oliver’s photographer, Gary Mehigan, presenter of Australia MasterChef and Emily Luchetti, Chair of the James Beard Foundation, NYC.

The Winners will be announced in early May at a Champagne Taittinger Reception at the Mall Galleries, London, in a ceremony presented by Chair of the Judges, Jay Rayner.

For further information, guest list and interviews, please contact: Sue Richmond, email: [sue@kenyon-communications.com](mailto:sue@kenyon-communications.com) or call: 07708 690707

### **Editor’s Notes:**

Pink Lady® Food Photographer of the Year 2015 closed to entries on **Sunday 8 February 2015**

Shortlisted entries will be announced **Thursday 2 April 2015**

Winners will be announced at the Mall Galleries, London on **Wednesday 6 May 2015**

**Headline sponsor Pink Lady®** apples take 200 days of tender loving

care to produce. From 'pip to perfection', only the very best pass the rigorous inspection tests to receive the Pink Lady® classification. This time on the tree helps Pink Lady® apples to develop their unique personality, distinctive blush, sweet flavour and crisp texture. Pink Lady® apples are also packed with goodness – they are a natural source of energy and a single apple supplies a quarter of your day's vitamin C. For more information visit [www.pinkladyapples.co.uk](http://www.pinkladyapples.co.uk)

**Champagne Taittinger** is delighted to be the celebratory toast for Pink Lady® Food Photographer of the Year 2015 and also sponsor of **Food for Celebration**. Taittinger is one of the few major Champagne Houses to be owned and actively managed by the family named on the label.

**Errazuriz Wine Photographer of the Year** is sponsored by Errazuriz, the premier family wine estate of Chile. Don Maximiano Errázuriz founded Viña Errázuriz in 1870 in the Valle de Aconcagua, 100km north of Santiago. [www.errazuriz.com](http://www.errazuriz.com)

**Marks & Spencer Food Portraiture** is sponsored by Marks & Spencer, renowned for their brilliant use of sumptuous food imagery, which makes them the perfect partner for this category [www.marksandspencer.com](http://www.marksandspencer.com)

**One Vision Imaging Limited**, the exclusive photographic printers to the London 2012 Olympics and Rio 2016 [www.onevisionimaging.com](http://www.onevisionimaging.com) sponsor all print and framing for the Awards

**Partridges** are the sponsors of the **Food for Sale** category. Partridges have a long-standing association with Chelsea and are proud to be holders of the Royal Warrant, By Royal Appointment Grocers to H.M. the Queen - [www.partridges.co.uk](http://www.partridges.co.uk)

**Production Paradise**, the world's largest online photographers' directory [www.productionparadise.com](http://www.productionparadise.com), are sponsors of the **Production Paradise Food off the Press** category for previously published work.

**Ten Acre** are the sponsors of the **Food in the Field** category. Ten Acre are the innovative creators of premium hand cooked crisps and hand picked popcorn in a range of uniquely named flavours - and all with a story to tell. Ten Acre crisps and popcorn are all Gluten, Dairy and MSG free, Vegan and Vegetarian. For more information about Ten Acre - and to discover the stories behind the flavours - visit [www.tenacrecrisps.co.uk](http://www.tenacrecrisps.co.uk)

**unearthed® Food in Film** category is sponsored by unearthed®, the food brand for people who love to discover, known for bringing great regional specialities from across Europe to the shelves at accessible prices. [www.discoverunearthed.com](http://www.discoverunearthed.com)

**Supporters for 2015 are:**

**Aspire Photography Training**, the leading photographic trainers and mentors [www.aspirephotographytraining.co.uk](http://www.aspirephotographytraining.co.uk)

**Zenfolio** - provides everything you need for your online photography business. Every account comes with a fully customisable portfolio website, marketing tools, and integrated e-commerce. [www.zenfolio.com](http://www.zenfolio.com)

The chosen partner charity is **Action Against Hunger UK**, a humanitarian organisation committed to saving the lives of malnourished children

Pink Lady® Food Photographer of the Year is owned by **The Food Awards Company**, a sister company to Kenyon Communications