

Press release

Young at Art

Calling the next generation of Food Photographers

You could have your food photos judged by David Loftus, Jamie Oliver's food photographer and Barney Harwood, BBC TV Presenter, who are both to judge the Young categories of Pink Lady® Food Photographer of the Year 2015.

David's work has been described as "still life works of art" where the food is just begging to be picked off the plate and eaten. David has worked with Heston Blumenthal, Martha Stewart and Jamie Oliver. Barney is a television presenter and actor, known for his work with CBBC and is also a keen photographer.

Food photography is an art form and as such deserves to be celebrated. Our free-to-enter children's categories for 2015 are in three age groups, 15-17, 11-14 and 10. We are looking for any images at all featuring food - food in the field, food on your plate, food in the street.

In 2014, young photographer Katie Woodhouse won the 11-14 years category for her photograph entitled Lollipop Lawn.

Pink Lady® Food Photographer of the Year is inspired by the proliferation of wonderful food photography in a huge variety of applications. From eye-catching advertising hoardings, to sumptuous editorial features, from tempting food packaging to daily blogs. The awards celebrate this magnificent diversity in what is truly, the stuff of life.

The awards are a thrilling celebration of all that is special and significant about food photography in our culture, recognising the art as never before.

Each young category winner will receive a prize of £100 and be presented with a prestigious trophy at a Champagne Taittinger awards reception at the world-renowned Mall Galleries, London in May 2015.

We really want to encourage the up and coming young talent – the closing date for entries is 8 February 2015, you can register at:

www.pinkladyfoodphotographeroftheyear.com

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Editor's Notes:

Pink Lady® Food Photographer of the Year 2015 closes 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

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

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

One Vision Imaging Limited, the exclusive photographic printers to the London 2012 Olympics and Rio 2016 www.onevisionimaging.com sponsor all print and framing for the Awards

Partridges are the sponsor 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

Production Paradise, the world's largest online photographers' directory 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

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

Supporters for 2015 are:

Aspire Photography Training, the leading photographic trainers and mentors 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

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