

Focus on your New Year Food Photo Resolution

Call to Action – Pink Lady® Food Photographer of the Year 2018

The closing date for entries is **February 6**, so there's still time to capture some festive photos over the Christmas and New Year break for **Pink Lady® Food Photographer of the Year 2018**, the world's most prestigious celebration of all that is special and significant about food photography and film.

The competition is open to everyone - professional and amateur, young and old - from across the world and boasts a prize pool worth almost 20,000 GBP. The overall winner scoops the crown and 5,000 GBP, two nights' accommodation at the InterContinental London Park Lane, a host of commercial opportunities, global publicity and worldwide recognition.

The awards have a wide range of categories, including Food for Celebration sponsored by **Champagne Taittinger**, **InterContinental Food at the Table**, **World Food Programme Food for Life**, **The FujiFilm Award for Innovation**, **One Vision Imaging Cream of the Crop**, **Errazuriz Wine Photographer of the Year** and **unearthed®** food film shorts supported by Foodism.

New jurists for 2018 are **Ferran Adria**, iconic chef of the oft-voted world's best restaurant, El Bulli, **Jenna Close**, American Society of Media Photographers, **Henry Dallal**, Photographer, **Sheila Dillon**, The Food Programme, BBC Radio 4, **Pierre Koffman**, legendary 3-Michelin starred chef, **Alison Morley**, Documentary Practice and Visual Journalism, International Center of Photography, **H.E. Ali Bin Thalith**, Secretary General, HIPA.

<https://www.pinkladyfoodphotographeroftheyear.com>

@FoodPhotoAward

For further information, please contact, Sue Richmond, Mobile: 0044 7708 690707, Email: sue@thefoodawardscompany.co.uk

Editors' Notes:

Headline sponsor Pink Lady® apples - when it comes to snacking, you can't get better than a Pink Lady® apple. Brilliantly sweet and delicious to eat, a Pink Lady® apple is guaranteed to get your taste buds dancing. Each Pink Lady® apple spends 200 days in the sunshine before being picked by hand. It's this extra time on the tree that 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.

Inspired by the popularity of food photography and its sponsorship of the Pink Lady® Food Photographer of the Year, in 2017 Pink Lady® launched an Instagram competition for budding food photographers and anyone who loves to share images of their foody experiences. 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 2016 and also sponsor of the **Food for Celebration** category. 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

The Fujifilm Award for Innovation - with over 80 years in the industry, Fujifilm is one of most highly regarded camera brands in the world. With our award-winning range of cameras suited to Pros and enthusiasts alike, they combine traditional styling with cutting edge innovative technology. All X series cameras are designed with the photographer in mind to "make you fall in love with photography all over again" <http://www.fujifilm-x.com>

InterContinental sponsor the **Food at the Table** category. Situated at one of the capital's most prestigious addresses, InterContinental London

Park Lane presents modern luxury accommodation in the heart of Mayfair www.parklane.intercontinental.com

Marks & Spencer Food Portraiture and **Marks & Spencer Food Adventures** is sponsored by Marks & Spencer, renowned for their brilliant use of sumptuous food imagery, which makes them the perfect partner for these categories www.marksandspencer.com

One Vision Imaging Limited sponsors the **Cream of the Crop** category - the UK's leading professional photographic laboratory. For well over forty years they have been providing the highest standards of photographic services to professional photographers. www.onevisionimaging.com

Production Paradise, the world's largest online photographers' directory www.productionparadise.com, are sponsors of the **Food off the Press** category for previously published work.

unearthed® Food Film Shorts supported by **Foodism** 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

World Food Programme sponsors the **Food for Life** category. The World Food Programme is the food assistance arm of the United Nations and the world's largest humanitarian organization promoting food security and working towards the Global Goal of Zero Hunger www.wfp.org

Our supporters:

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.co.uk

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**