

Press Release

Give It Your Best Shot!

Pink Lady® Food Photographer of the Year, the world's leading awards recognising the art and diversity of food photography and film, are back and ready to celebrate five years of showcasing food cultures from around the globe.

Now open for entries, these prestigious universal awards saw almost 6500 images from 56 countries in 2015 and more than 20,000 images have been submitted since the awards inception in 2011.

“Pink Lady® Food Photographer of the Year is fast becoming one of the world's most well-respected and creative niche photo contests, “ says **Advanced Photographer Magazine**. Categories range from the Politics of Food to Food for Celebration, from Food for the Family to Bring Home the Harvest and the awards are open to all – professional and amateur, old and young.

Our hugely influential and respected judging panel includes; **Emily Luchetti**, Chair of the James Beard Foundation, USA, **David Loftus**, Jamie Oliver's photographer, **Curtis Stone**, Australian chef, TV host, and New York Times bestselling author, **Dan Havlik**, Editor-in-Chief, Shutterbug Magazine and **Chris Beetles**, of Beetles & Huxley, one of the world's leading galleries specialising in photography.

The categories, devised to show the culture and production of food in all its variety, also include **Errazuriz Wine Photographer of the Year** and **unearthed® Food in Film** categories for both documentary and non-documentary shorts.

Past winners include French photographer **Jean Cazals**, Laos-based UK photographer **Tessa Bunney**, Romanian photographer **Alexandrina Paduretu** and our 2015 winner, UK-based Australian photographer **David Griffen** for a magnificent shot of a street chef taken in Kuala Lumpur.

www.pinkladyfoodphotographeroftheyear.com

For further information, interviews and images, please contact Sue Richmond: 07708 690707 or sue@kenyon-communications.com

Twitter: @FoodPhotoAward

Editors' Notes:

- Pink Lady® Food Photographer of the Year closes to entries on **Sunday 7 February 2016**
- Shortlisted entries will be announced **Thursday 7 April 2016**
- Winners will be announced at the Mall Galleries, London on **Tuesday 26 April 2016**
- **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 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

- **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 **Food off the Press** category for previously published work.
- **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
- **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

Supporters for 2016 are:

- **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