

Press Release

Lifting the lid on the shortlist of the world's greatest food photos

The hotly-anticipated shortlist of **Pink Lady® Food Photographer of the Year 2018** will be unveiled on Tuesday 27 March 2018.

Over 500 images have been selected from 8000 entries from 60 countries across the world.

“To reach the shortlist is an enormous achievement,” says Caroline Kenyon, Founder/Director of the Awards. “The standard was exceptionally high and it was, at times, a painful process to choose between competing images.”

The stellar judging panel is chaired this year, for the first time, by **David Loftus**, who has shot more cookery books than any other photographer on the planet. His international jury includes **Ferran Adria**, one of the world's greatest chefs, **Alison Morley**, Director, Documentary Practice and Visual Journalism, International Center of Photography, NYC, **His Excellency Ali Bin Thalith**, Secretary General, HIPA, Dubai, **Sheila Dillon**, BBC Radio 4, The Food Programme and **Rein Skullerud**, Head of Photo Unit, the World Food Programme, Rome.

To see the shortlist, visit <https://www.pinkladyfoodphotographeroftheyear.com> on Tuesday 27 March 2018 at 9.30am to feast your eyes.

The overall winner will be chosen at the Judges' Dinner at the Saatchi Gallery this month. All Finalists and winners will be revealed at the Champagne Taittinger reception in April at the Mall Galleries, compered by **Prue Leith**.

For more information, images and interviews please contact Cat Shaw

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<https://www.pinkladyfoodphotographeroftheyear.com>

@FoodPhotoAward

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 2018 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. www.taittinger.com

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