

Press Release

Adventures in Marks & Spencer Food Portraiture

Marks & Spencer have joined forces with Pink Lady® Food Photographer of the Year, the world's leading awards recognising the art and diversity of food photography, to sponsor the **Food Portraiture** category which will be shown at the Mall Galleries in 2015.

"We are absolutely delighted to be collaborating with the Awards and this category in particular," says **Steve Rowe**, Executive Director, Food at Marks & Spencer and a long-standing member of the Judging Panel. "We put a huge emphasis on the quality and innovation in the photography we are using for our current Adventures In marketing campaign and therefore we know how vitally important it is to create beautiful images of food and how skilled an art it is."

Pink Lady® Food Photographer of the Year, founded in 2011, attracts thousands of entries from across the world, and explores the depiction of food from its production and preparation to the cultural role it plays in society and now includes film shorts as well.

"It's a huge pleasure to welcome Marks & Spencer as part of the Awards family," says **Caroline Kenyon**, Founder and Director of Pink Lady® Food Photographer of the Year. "They have been renowned for their brilliant use of sumptuous food imagery, which makes them the perfect partner for this category."

New judges for 2015 include Anglo-French culinary legend **Michel Roux Jr.**, **Emily Luchetti**, Chair of the James Beard Foundation, USA, and **George Motz**, Founder and Director, Food Film Festival NYC, who are joining luminaries such as **Jay Rayner**, Chair, (The Guardian, Observer, BBC's The One Show), **Sanjeev Kapoor**, India's culinary superstar and **Chris Beetles**, of Beetles & Huxley, one of the world's leading galleries specialising in photography.

For further information, interviews and high res images please contact:
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Editors' Notes:

- Pink Lady® Food Photographer of the Year 2015 closes for entries **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

- **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

Supporters for 2015 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

StockFood www.stockfood.com offers the largest food image database on the internet: an unrivalled collection of images, videos and features from over 1,000 internationally renowned photographers www.stockfood.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