

Twinkle Twinkle Shooting Star

Last Call for Entries

The closing date for entries is 5 February, so there's still time to get snapping over the Christmas and New Year break for **Pink Lady® Food Photographer of the Year 2017**, 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**, **Partridges** Food for Sale, **Errazuriz** Wine Photographer of the Year, **unearthed®** Food in Film supported by delicious for film shorts and, new for 2017, **InterContinental London Park Lane** Food at the Table, **World Food Programme** Food for Life, **Startisans** Food in the Street, **BBC Good Food Fresh Talent Award**, **The FujiFilm Award for Innovation** and **Individual Restaurants** Cream of the Crop.

New judges for 2017 include legendary Chef **Gary Rhodes** OBE, **Wajmah Yaqubi**, BuzzFeed Global Photo Editor, **Rein Skullerud**, Head, Photography Unit, World Food Programme and **Andrew Scrivani**, award-winning photographer and New York Times contributor. They will be joining luminaries such as **Jay Rayner**, Chair, (The Guardian, Observer, The One Show, Masterchef, Kitchen Cabinet) and **Chris Beetles**, of Beetles & Huxley, one of the world's leading galleries specialising in photography.

<https://www.pinkladyfoodphotographeroftheyear.com>

For further information, please contact Sue Richmond, The Food Awards Company, Mobile: 07708 690707
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Editors' Notes:

- Pink Lady® Food Photographer of the Year 2017 closes for entries **Sunday 5 February 2017**
- Shortlisted entries will be announced **Wednesday 29 March 2017**
- Winners will be announced at the Mall Galleries, London on **Tuesday 25 April 2017**
- **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
- **BBC Good Food Fresh Talent Award** is a completely new opportunity for an emerging photographic talent to work for one of the world's top food media brands. BBC Good Food Magazine is for those who like both cooking and eating. The magazine is filled with easy to prepare dishes for all occasions, from those for everyday to those for entertaining guests. It includes food news, what is new in the shops, tips, gadgets, giveaways and competitions. <http://www.bbcgoodfood.com>
- **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** - this highly prestigious award will be given for a single image chosen from the 2017 shortlist. Fujifilm are renowned for their innovative approach to camera development and are the world's largest photographic and imaging company. <http://www.fujifilm-x.com>
- **Individual Restaurants** is the sponsor of the Cream of the Crop category. They are one of the UK's leading restaurant groups. Their collection of restaurants includes Piccolino, The Restaurant Bar & Grill, Bank Restaurant & Bar, Opera Grill and, most recently, Gino D'Acampo. They are committed to continuously delivering outstanding food and service in atmospheric surroundings, Individual Restaurants is a privately owned company, founded by Steven Walker, operating over 40 restaurants in central London and other major UK cities. <http://www.individualrestaurants.com>
- **InterContinental London Park Lane** is the sponsor of 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. Inspired by its location overlooking the Royal Parks, the hotel delivers elegant natural interiors and award-winning seasonal cuisine. The flagship InterContinental Hotels & Resorts® property combines exemplary service with a Concierge team that brings insider London to life. 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 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 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** supported by **delicious** 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
<http://www.deliciousmagazine.co.uk>
- **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
- **Startisans Food in the Street** is sponsored by Startisans, the award-winning venture supporting the Capital's most exciting new food businesses. Startisans is run by Alex and Kitty Shepherd, also involved in running Partridges of Sloane Square and Shepherds Markets.

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**