



**RULES OF THE BROWN BREAD BAKING COMPETITION 2019:**

1. Each competitor will produce a home baked brown bread . A 2 lb loaf tin must be used. Ingredients that are allowed are listed below. Competitors must use ingredients purchased from Aldi. Any ingredients not available for purchase in Aldi must be listed and presented in non-branded containers. Competitors may bring their own baking tin should they be successful in the Regional Finals.
2. Competitors must be over the age of 16 years on 1st January 2019
3. Professional chefs are excluded from competing.
4. Competitors please note that at the National Semi Finals and Final, competitors will be obliged to use the ingredients supplied by Aldi on the day. Any ingredients not available in Aldi must be listed and presented in non- branded containers.
5. Each finalist will be required to submit their final recipe before the National Finals to ensure all ingredients can be used by our production bakery of choice.

**Competitors must be available on all three dates of the Competition - Sept 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> of September.** Each Federation Winner will receive a three day entry pass into the National Ploughing Championship.

*Directors, management and employees (and the immediate families of directors, management and employees) of the Promotor or the agencies or companies associated with this promotion are ineligible to enter. Previous National Winners are excluded from taking part.*

**Please Note:**

The judges decision in all competitions shall be final and binding on all competitors and the fact of entering shall be deemed an acceptance of this rule.

**Ingredients Not Allowed:**

- |                            |                       |                 |
|----------------------------|-----------------------|-----------------|
| 1. Sesame Seed             | 2. Linseed (Flaxseed) | 14. Mixed Spice |
| 2. Nuts (Any type of nuts) | 3. Sunflower Seed     | 15. Glucose     |
| 3. Celery                  | 4. Pumpkin Seeds      | 16. Brown Sugar |
| 4. Mustard                 | 5. Chia Seeds         | 17. White Sugar |
| 5. Lupin                   |                       | 18. Cinnamon    |

**Other**

- |                     |                   |
|---------------------|-------------------|
| 1. Bran             | 19. Rapeseed Oil  |
| 2. Wheat germ       | 20. Buttermilk    |
| 3. Pinhead Oatmeal  | 21. Black Treacle |
| 4. Jumbo Oat Flakes | 22. Honey         |
| 5. Oat Bran         | 23. Cream         |
| 6. Wheat Flakes     | 24. Butter        |
| 7. Pearl Barley     | 25. Eggs          |
| 8. Cracked Wheat    | 26. Sultanas      |
| 9. Porridge Oats    | 27. Apricots      |
| 10. Wheat Fibre     | 28. Cherries      |
| 11. Salt            | 29. Mixed Peel    |
| 12. Baking Powder   | 30. Cranberries   |
| 13. Whey Powder     |                   |

**Ingredients that are acceptable is as follows:**

**Flour**

6. White Flour
7. Wholemeal Flour
8. Soya Flour
9. Spelt Flour
10. Rice Flour

**Seeds**

1. Poppy Seeds



### **RULES OF THE BROWN BREAD BAKING COMPETITION 2019:**

Emma Ferguson from Rathmolyon, Co Meath was the 2018 Winner of the National Brown Bread Baking Competition. Emma's Brown Bread is now on sale in Aldi Stores Nationwide.

**Could you be the 2019 National Brown Bread Winner?**

Aldi Ireland, alongside the Irish Country Women's Association and the National Ploughing Association are delighted to announce the return of the 2019 National Brown Bread Competition.

For the second year, there will be two entry paths to the competition. Aldi will hold a competition open to the general public and the ICA will hold a competition for ICA members only. Entrants may only enter once. Entry to the competition is free.

#### **Format of the Competition:**

##### **ICA Entries:**

The first stage of the ICA competition will be at Federation level where entrants will submit a pre - baked brown bread for judging.

All 27 Federation Heat Winners will compete in the Regional Final which will be held in an Grianán on Thursday July 18<sup>th</sup>. Federation Heat Winners will be required to submit a pre baked brown bread for judging.

4 Winners at the Regional Final go through to the Semi Finals where they will bake their Brown Bread live at the National Ploughing Championships in Carlow in September. They will be joined by 4 Aldi finalists.

##### **Aldi Entries:**

The second stage of the competition is entry through the Aldi competition. Entrants will submit a pre - baked brown bread to one of four chosen locations for judging. The four Aldi Regional Heats will take place nationwide in June 2018.

Brown Bread drops will take place in:

Aldi Head Office, Newbridge Road, Naas, Co.Kildare, W91 VE40, Wednesday June 12<sup>th</sup>, 10.30am - 1pm.

Aldi Regional Office, Limerick Road, Mitchelstown, Co. Cork , P67 EY88, Wednesday June 12<sup>th</sup>, 10.30am - 1pm.

Aldi Store, New Town Centre, Oranmore, Co. Galway, H91 NX0Y, Wednesday June 19<sup>th</sup>, 10.30am - 1pm.

Aldi Store, Wexford II, Wexford Retail Park, Clonard Little, Wexford, Y35 E440, Wednesday June 19<sup>th</sup>, 10.30am - 1pm.

Each Brown Bread must be labelled with your name, address and contact number.

No entries will be taken outside the times and locations specified above.

Winning entrants will be contacted by Friday June 28<sup>th</sup>. Unfortunately, no feedback will be provided to unsuccessful entries.

Queries can be directed to [brownbread@aldi.ie](mailto:brownbread@aldi.ie).

The 4 Regional Finalists go through to the Semi Finals where they will bake their Brown Bread live at the National Ploughing Championships in Carlow in September. They will be joined by 4 ICA finalists.

There will be two Semi Finals on Tuesday 17<sup>th</sup> and Wednesday 18<sup>th</sup> of September.

The 4 contestants placed first and second in each Semi Final will qualify for the Final on Thursday 19<sup>th</sup> of September in the Aldi marquee at the National Ploughing Championships 2019.

All 8 finalists must be available to be on site for the three days for Ploughing.

#### **Prizes:**

**1<sup>st</sup> Place: A share of the sales profits guaranteed to be at least €15,000\***

2<sup>nd</sup> Place: €1,000 Aldi Shopping Vouchers

3<sup>rd</sup> Place: €500 Aldi Shopping Vouchers

4<sup>th</sup> Place: €300 Aldi Shopping Vouchers

The remaining 4 finalists will receive €200 Aldi Shopping Vouchers.

All 27 ICA Federation finalists will receive €100 Aldi Shopping Vouchers.

\*The Winner's Brown Bread will also be stocked in all Aldi Stores Nationwide for a minimum of 12 months.