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*The Cake Decorating & Baking Show*

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**27-29 April 2012**  
**ExCel - London**

Date as postmark

Dear Competitor,

## **COMPETITIONS**

We are delighted to enclose details of this year's Competition Schedule for the **CAKE INTERNATIONAL** show, at ExCel, London, E16 1XL on 27-29 April 2012.

As part of our continued drive to be more efficient and environmentally friendly as a company, the application forms must be submitted via the Cake International website – [www.ichf.co.uk](http://www.ichf.co.uk).

Also there will be two Demonstration Theatres, which will run throughout the entire three days of the show. Look out for the programme at [www.ichf.co.uk](http://www.ichf.co.uk) The show will be packed with many great displays, plus all the latest supplies and ideas in the world of cake decorating and baking, along with some fabulous exhibitors.

We are delighted to confirm that this year's International guest will be Kelvin Chua from Malaysia. He will be demonstrating beautiful cake painting. Have a look at our website [www.ichf.co.uk](http://www.ichf.co.uk) to see some of Kelvin's work.

I do hope you will join us for the show – and remember, for those friends and relations who want to visit the show to see your masterpiece, tell them to book their tickets in advance and save £2.00 off the 'on the door' price. For ticket information or to book tickets call : 01425 277988 or to buy on-line go to [www.ichf.co.uk](http://www.ichf.co.uk) and click on 'Buy Tickets'.

We look forward to seeing you at the show.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Clare Fisher'.

Clare Fisher  
Show Organiser

# COMPETITION RULES & REGULATIONS : 27-29 April 2012

## CAKE INTERNATIONAL *The Cake Decorating & Baking Show*

### Entries

Competitors must complete and submit an entry form on our website [www.ichf.co.uk](http://www.ichf.co.uk) for EACH ENTRY by the closing date.

### Registration fee

Each entry must be accompanied by the correct registration fee of £10. THERE ARE NO REFUNDS.

### Closing date

The closing date for all entries is 12 noon, Friday 13th April. Late entries only accepted at the Show Manager's discretion.

### Award guidelines

**Each entry should be the unaided work of the competitor whose name appears on the entry form.** The judges will be looking for the following: creativity/development of new ideas; workmanship/craft skills shown; composition/colour and proportion; presentation and visual appeal. Exhibits that do not comply with the given schedule will be disqualified.

### Delivery of Exhibits

All exhibits should be presented at the time and day specified. Each competitor will register on arrival and be allocated space to position their exhibit. The organisers reserve the right to move the exhibits as necessary. A repair area will be available for competitors' use, for mending any damages incurred in transit. Bring your own repair kit. Travelling boxes must be removed from the exhibition after delivery and brought back to the show on collection. There are no storage facilities.

**The competition area will be open for the delivery of entries from 0715 - 0915 on Friday 27 April 2012. Competitor plus one helper only are allowed into the set-up area.** Cake International is located in the South Halls. The nearest entrance from the Boulevard is S3. If you require drop-off facilities at ExCel, drive to the Lorry Marshalling Yard and go to the Traffic Officer. On production of your Cake International Vehicle Pass you will be directed to the Lorryway to access Vehicle Door S5. There is no facility to park on the Lorryway – once you have unloaded your car you **MUST** immediately remove your vehicle and proceed to the carpark as directed. The show opening times are 0930–1730 Friday and Saturday, 0930–1700 Sunday.

### Competitors' reference labels

Two labels will be issued to competitors on their arrival at the show. Please attach one label to your exhibit so that it is visible to the judges and the other to the base of your exhibit for security purposes. You must then place your exhibit on the Competition Table where indicated by the class and exhibit number. Competitor Badges will be issued at this time. Badges **must** be worn at all times, including the Prize Giving.

### Security

While reasonable care will be taken with the security of the exhibits, the organisers will not be responsible for any loss or damage to exhibits, equipment or personal effects.

### Intellectual Property Rights

By entering the competitions and allowing work to be shown at the *Cake* exhibition PLEASE BE AWARE that photographs or copies may be taken by any person or visitor and realise that your designs/work may be reproduced but you will not hold ICHF or its employees liable in any way should this happen.

### Removal of Exhibits from Show

All exhibits **must** be removed at the time stated - and NOT before. Collection can commence from 1700 Sunday 29 April after the Prize-giving. Please be aware of this rule when organising your travel plans. The organisers reserve the right to remove and destroy any exhibit left at the end of the show. The competition area will be closed from 1545 until 1700 on Sunday 29 April whilst the Prize Giving is taking place.

### Results

Judging will take place during the first day of the show. Results will be made available as soon as possible after 1600 on Saturday afternoon and will be available by telephone after they have been released at the show. Please ask at registration if you have not received this contact number.

### Judges Forum

To enable you to understand how the judges have arrived at their decisions they will be available to discuss your results on Sunday 29 April from 0930 until 1430 in the competition area. Competitors are encouraged to seek the advice and guidance of the Judges after the results have been posted.

### Awards

Awards will be made to the standard achieved. When a standard is not achieved no award will be made. These standards will be common to all our cake shows:

Gold Award	90% or more
Silver Award	75% or more
Bronze Award	65% or more
Certificate of Merit	55% or more

The award ceremony will take place at 1545 on Sunday 29 April in the Catering and Seating Area.

Only Bronze, Silver and Gold Awards will be presented at prize giving. All other Awards can be collected at the show.

### Acknowledgements

**Competitors will receive an acknowledgement of their entry. Please present this at the Registration Desk on arrival. Look for 'Competition Registration' signs.**

*Supported by Cake Craft & Decoration Magazine*



27-29 April 2012  
ExCel - London

# Competition Schedule London 2012

Please read the rules in addition to the class schedule  
**PLEASE NOTE** deadline for competition entry is 11 April 2012

## SENIOR CLASSES:

**A. INTERNATIONAL CLASS : Overseas residents only**  
***sponsored by : Satin Fine Foods***

Create a display or cake that includes design elements representative of your own country or continent, including a pastillage plaque stating country of origin. To fit within a base area of 46cm (18"). Cakes may be covered in any suitable edible material and sugar sprays may include wires, tape, ribbon and stamen. Dummies may be used. Entries in this class restricted to visitors to the show from a registered overseas address.

**B. DECORATED CELEBRATION CAKE : all edible decoration**  
***sponsored by : Patchwork Cutters***

A single tier cake covered with sugarpaste or royal icing, all decorative work to be in an edible medium. Dummies may be used. Exhibit to fit within a base area of 38cm (15").

**C. DECORATED CELEBRATION CAKE : non-edible decorative medium permitted**  
***sponsored by : Karen Davies Sugarcraft***

A single tier cake covered with sugarpaste or royal icing featuring sugar flowers wired into a spray (wires, tape, ribbon, net, stamens allowed) and an inscription with a minimum of twelve letters/figures indicating the occasion. Dummies may be used. Exhibit to fit within a base area of 38cm (15").

**D. NOVELTY CAKE : Novel design**  
***sponsored by : Cake-links.com***

A regular shaped cake decorated in a novel fashion with any suitable medium. NO dummies or internal supports to be used. The cake and decorations must be edible (and may be cut to ensure it complies with criteria). Exhibit to fit within a base area of 46cm (18").

**E. SCULPTED NOVELTY CAKE**

**sponsored by : The Airbrush Company Ltd**

*The 1<sup>st</sup> Prize winner will also receive an Iwata Neo CN Gravity Feed Airbrush, rrp £50.00*

A sculpted cake covered in any suitable edible medium. The cake and decorations must be edible and no internal supports used. The cake may be cut to ensure it complies with the criteria. Exhibit to fit within a base area of 60cm (24"). Dummies NOT permitted.

**F. SHOES AND HANDBAGS**

**sponsored by : Alphabet Moulds**

Create a birthday cake featuring handbags or shoes (or both) in the design. To fit within a base area of 48cm(18"). The cake and decorations must all be of edible material. Dummies NOT permitted. The cake may be sculpted or be a regular shape featuring the accessories mentioned.

**G. A WEDDING CAKE OF TWO OR MORE TIERS**

**sponsored by : Queen of Hearts Couture Cakes**

*The winner will also receive a Master Class voucher worth £99.00.*

To fit within a 60cm (24") base area, no height restriction. Style and covering of competitor's choice – royal icing, sugarpaste, chocolate or other coating. Wired sugar flowers and foliage, ribbons and artificial stamens are permitted. Dummies are permitted. All display drapes must be contained within the permitted area.

**H. FLORAL SUGARCRAFT**

**sponsored by : Renshaw**

A floral arrangement displaying at least four varieties of flower (minimum three of each variety) and including foliage. Wires, stamen, tape and ribbon permitted. Non-edible containers permitted. To fit within a base area of 38cm (15").

**J. MINIATURE SUGAR FLOWER DISPLAY**

**sponsored by : Edable Art**

A miniature exhibit of sugar flowers and foliage of competitor's choice to fit within a total display area of 12.5cm (5") cube.

**K. A DECORATIVE EXHIBIT**

**sponsored by : Buy N Bake**

A decorative exhibit of your choice. Internal supports permitted, but no external supports, wire or tape allowed. Mediums may include chocolate, marzipan, pastillage, sugar or salt dough. To fit within a base area of 46cm (18"), no height restriction.

**L. CUP CAKE CLASS**

**sponsored by : Cupcake World**

A Baker's Dozen of Cupcakes, showing four different decorative styles with all edible decoration of competitor's choice. To be displayed within a base area of 38cm(15"), stands permitted. No height restriction. This exhibit will be tasted.

## **JUNIOR CLASSES**

**Young people are invited to enter the following age restricted classes. Students from schools and colleges particularly welcome.**

**M. BIRTHDAY CAKE – restricted to young people under 12 years of age**  
***sponsored by : Ann Pickard Sugarcraft***

Design and decorate a birthday cake for a friend using a 20cm (8”) round cake. Style and coating of competitor’s choice. A cake dummy may be used but all decorations must be edible. Maximum board size 30cm (12”).

**N. BIRTHDAY CAKE – restricted to young people between 12 and 18 years of age**  
***sponsored by : Renshaw***

Design and decorate a birthday cake for a friend using a 20cm (8”) round or square cake. Style and coating of competitor’s choice. A cake dummy may be used but all decorations must be edible. Maximum board size 30cm (12”).