



The National Brown Bread Baking Competition 2017

The ICA is delighted to announce the return of the highly successful National Brown Bread Baking Competition 2017, Sponsored by Aldi and in Association with the National Ploughing Association.

Phyllis McGovern of Waterford Federation baked the best brown bread last year and the race is on again to see who has the baking skills needed to win the National competition this year. This competition is open to everyone but free for ICA members to participate. All non-ICA members pay a fee of €20 to enter and bring their brown bread to the Federation Competition in their local area. Federations are invited to hold a Federation heat for all Guilds during the months of May or June.

The Regional Final will be held in An Grianán on Thursday 24th August. The Final will be held at the National Ploughing Championships in Tullamore, Co. Offaly in September 2017 where the finalists will compete over the three days to bake the best brown bread.

Prizes:

- 1st Place: A share of the profits guaranteed to be at least €10,000*
- 2nd Place: € 1,000 Aldi Shopping Vouchers
- 3rd Place: €500 Aldi Shopping Vouchers
- 4th Place: €300 Aldi Shopping Vouchers

The remaining 4 finalists will receive €200 Aldi Shopping Vouchers. All 27 Federation finalists will receive €100 Aldi Shopping Vouchers

* The Winner's brown bread will also be stocked in all Aldi Stores in Ireland for a minimum of six months.

FORMAT OF THE COMPETITION:

The first stage of the competition will be at Federation level and this will take place during the months of May or June. The county winner will qualify for the Regional Final, 27 county winners. The regional final will be held in An Grianán in Termonfeckin, Co. Louth on Thursday 24th August 2017.

Two winners from each region will qualify to compete in the semi-finals at the National Ploughing Championships in September 2017.

There will be 2 semi-final heats over Tuesday 19th /Wednesday 20th September 2017