

## Shoot to the Top!

Pink Lady® Food Photographer of the Year 2015 is now open

### **Pink Lady® Food Photographer of the Year**

[www.pinkladyfoodphotographeroftheyear.com](http://www.pinkladyfoodphotographeroftheyear.com) , the world's leading awards recognising the art and diversity of food photography, are back in town.

Now open for entries, these prestigious global awards boast new judges, exciting new categories and an increased prize pool.

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 are joining luminaries of the judging panel such as **Jay Rayner**, Chair, (The Guardian, Observer, BBC's The One Show), **David Loftus**, Jamie Oliver's photographer, **Sanjeev Kapoor**, India's culinary superstar and **Chris Beetles**, of Beetles & Huxley, one of the world's leading galleries specialising in photography.

The categories, devised to show the culture and production of food in all its variety, now include **Food for the Family**, seeking everyday scenes of families across the world eating together, and **Bring Home the Harvest** for images of gathering in food, from cropping lettuces, cutting guava, to shopping in the local supermarket.

"It means a great deal to us that these awards are truly international," says **Andy Macdonald**, Managing Director of Pink Lady® Apples UK, headline sponsor of the awards. "Not only the judges come from across the world, but also the entrants, who came from more than 50 countries, and the places their 6000 images depicted.

Past winners include French photographer **Jean Cazals** and Laos-based UK photographer **Tessa Bunney**, placing them firmly in the stellar firmament of the world's top food photographers.

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

- Pink Lady® Food Photographer of the Year 2015 opens for entries on **Tuesday 1 July 2014**
- 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](http://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](http://www.errazuriz.com)

- **Production Paradise**, the world's largest online photographers' directory [www.productionparadise.com](http://www.productionparadise.com)

- **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](http://www.discoverunearthed.com)

- **One Vision Imaging Limited**, the exclusive photographic printers to the London 2012 Olympics and Rio 2016 [www.onevisionimaging.com](http://www.onevisionimaging.com) sponsor all print and framing for the Awards

#### **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. You also get secure client galleries complete with password protection for fast, safe downloads and sharing with clients. Zenfolio is the multi-award-winning service chosen by tens of thousands of photographers around the world who want more than just a photo hosting site [www.zenfolio.com](http://www.zenfolio.com)

**StockFood** [www.stockfood.com](http://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](http://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