

The Apple of Your Eye

A feast for the eyes as Pink Lady® Food Photographer of the Year unveils an exciting new category for 2015

Pink Lady® Food Photographer of the Year, which has taken both the photography and the food world globally by storm in just three years, has released an exciting new category for 2015, **Pink Lady® Apple a Day**

The stellar international panel of judges, which includes **Michel Roux Jr**, **Valentine Warner** and **David Loftus**, Jamie Oliver's photographer, is looking for the most exciting, creative, inventive, beautiful images of Pink Lady® apples.

"The apple could be on a tree, on a plate, floating through the air, bobbing in water, in a child's hand, however the photographer sees them," says **Andy Macdonald**, Managing Director of Pink Lady® Apples UK and headline sponsor of the awards.

"If someone wants to depict just one Pink Lady® apple in their photograph, they are free to do so. We want to see this simplest, most delicious of foods represented in the most inspiring way."

Winning this category will offer the photographer a cash prize of £1000 and for their work to be exhibited at the world-renowned Mall Galleries, London. Their winning image may also be used by Pink Lady® apples in its UK 2015/16 multi-media marketing campaign.

"We really hope photographers across the world will be inspired by this Pink Lady®-flavoured challenge!" says Macdonald. "We take our marketing extremely seriously and hope we will be providing a great opportunity for exposure to whoever wins the category."

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