

From: vince.bamford@wrbm.com  
Sent: 10 January 2019 12:08  
To: realbread@sustainweb.org  
Subject: RE: Sourfaux: An open letter to British Baker's editor and Britain's Best Loaf organisers

Hi Chris,

Thank you for your letter.

As you are aware, we have split what was previously a single 'Sourdough' category into two for this year's Britain's Best Loaf competition: 'Traditional Sourdough' and 'Sourdough'.

This decision was taken in part to address the sort of concerns the Real Bread Campaign has voiced.

We wanted to separate and recognise sourdoughs produced using only a live starter culture from those produced using other ingredients such as yeasts and concentrates.

The Real Bread Campaign does not feel the word 'sourdough' should be applied to anything other than dough produced only from a live starter, but the reality is that many other products are marketed using this word.

Some of these 'sourdough' products are produced by industrial bakeries, but those likely to be entered into the Britain's Best Loaf competition are produced by smaller businesses that would consider themselves craft bakers but opt to use concentrates and other additives in their sourdough for a range of reasons.

While I appreciate you do not agree with the terminology we are using, we feel what we have done reflects the current market while offering entrants a more level playing field than previous years, when 'traditional sourdoughs' may have been judged alongside sourdoughs containing other ingredients.

As we do every year, we shall of course review and consider feedback to this year's competition when we look at the structure of the event for 2020.

All the best,

Vince Bamford

Editor