

National Brown Bread Baking Competition 2023 - FAQs

Who is the National Brown Bread Competition open to?

The National Brown Bread Baking Competition, sponsored by ALDI in association with the National Ploughing Association (NPA) and the Irish Countrywomen's Association (ICA) is open to residents of the Republic of Ireland. To compete, you must be over 18 years on 1st January 2023. Directors, management, and employees (and the immediate families of directors, management, and employees) of the Promotor or the agencies or companies associated with this promotion are ineligible to enter.

I'm a professional chef/baker. Can I enter the competition?

Professional chefs are excluded from competing in the National Brown Bread Baking Competition.

How do I know where to drop my brown bread to?

Drop your home-baked brown bread to the nearest location to you from the below list of dates and locations:

Wednesday 19th July 09:00- 11:00am

- ALDI National Buying Office Naas, Birch House, Millennium Park, Osberstown, Naas, Co. Kildare, W91 YX71.
- ALDI Swords, 10 Seatown Rd, Townparks, Swords, Co. Dublin, K67 V2N7.
- ALDI Athlone, Golden Island, Ankers Bower, Athlone Co. Westmeath N37 FC04.

Wednesday 26th July 09:00- 11:00am

- ALDI Macroom, Oakwood, Sleveen East, Macroom, Co. Cork, P12 ER89.
 - ALDI, Newcastle West, Co. Limerick, V42 KD35.
 - ALDI, Main Street, Gort, Co. Galway, H91 PV44.

Wednesday 2nd August 09:00- 11:00am

- ALDI New Ross, Marshmeadows, New Ross, Co. Wexford, Y34 NP48.
- ALDI Castlebar, Lannagh Rd, Garryduff, Castlebar, Co. Mayo, F23 TV29.
 - ALDI Cavan, Dublin Rd, Tullymongan Upper, Cavan, H91PK29.

Please note: No entries will be accepted outside the times and locations specified above.

What do I do when I go to the drop off point?

Drop your bread to the collection point at the entrance to the ALDI Store/ Office. Please ensure your bread is clearly labelled with your name, address, email address and contact number.

How many breads can I submit?

Each participant may only submit one brown bread. Please note that a 2lb loaf tin must be used to bake your brown bread. Any bread that is not in this 2lb loaf tin shape will not be eligible.

How will I find out if I am successful?

Winning entrants will be contacted by Friday, 11th August. Unfortunately, no feedback will be provided to unsuccessful entries. Queries can be directed to brownbread@aldi.ie.

What happens if I am successful?

The top eight Brown Bread bakers, as determined by the judges, will go through to the finals where they will bake their Brown Bread live in front of the judges on either the 19th or 20th September in the ALDI marquee at the National Ploughing Championships. Two winners from each day will go into the live final, which will take place on Thursday 21st September 2023. The overall winner's brown bread will be stocked in all ALDI stores nationwide.

What are the prizes?

1st prize: €15,000, plus the winner's brown bread will be stocked in all ALDI stores nationwide.

2nd prize: €1,000 ALDI shopping vouchers

3rd prize: €500 ALDI shopping vouchers

4th prize: €300 ALDI shopping vouchers

What ingredients are acceptable to use?

Flour

1. White Flour
2. Wholemeal Flour
3. Soya Flour

4. Spelt Flour

5. Rice Flour

Seeds

1. Poppy Seeds

2. Linseed (Flaxseed)

3. Sunflower Seed

4. Pumpkin Seeds

5. Chia Seeds

Other

1. Bran

2. Wheat Germ

3. Pinhead Oatmeal

4. Jumbo Oat Flakes

5. Oat Bran

6. Wheat Flakes

7. Pearl Barley

8. Cracked Wheat

9. Porridge Oats

10. Wheat Fibre

11. Salt

12. Baking Powder

13. Baking Soda

14. Whey Powder

15. Mixed Spice

16. Glucose

17. Brown Sugar

18. White Sugar
19. Cinnamon
20. Rapeseed Oil
22. Buttermilk
22. Black Treacle
23. Honey
24. Cream
25. Butter
26. Eggs
27. Sultanas
28. Apricots
29. Cherries
30. Mixed Peel
31. Cranberries

What ingredients are not allowed?

1. Sesame Seed
2. Nuts (Any type of nuts)
3. Celery
4. Mustard
5. Lupin