

Additional Competitor Info	
Competition details	SC7- Novelty or Themed Cake (not carved) A regular shaped cake decorated to a novelty theme. The cake can be coated and decorated using any suitable edible medium. Dummy cakes permitted. Exhibit must be displayed as if it was an edible cake. Include a short-written description indicating the theme/ story. Decorative work to competitor's choice/theme. Maximum display area 40cm x 40cm.
Additional Information for this class	Cake will not be cut or tasted. A regular shape cake, round, square, oval, etc, that has not been carved or cut. Avoid pre-formed novelty shaped tins. The decoration will create the story/theme of the exhibit. Any decoration that pierces the coating must be inserted into a posy pick. Cakes and dummies must be on suitable boards. Good quantity of cake in relation to size of exhibit.
Sponsor	
Arrival/Delivery	Monday 2nd March 1500hrs or Tues 3rd March 0700hrs - 0900hrs
Collect Exhibit	Thurs 5th March 1530hrs
Re-touch Area	There will be a re-touch area located close to the Salon Display registration desk. This will comprise trestle tables, a plumbed in sink with hot and cold water, and power points. The re-touch area should be used for finishing touches only, not full assembly.
Competitor's Exhibit Reference Details	Labels will be issued to be attached to the top visual side of each entry. A second label will be attached underneath
Judging	All judging is blind, using reference numbers, and will commence promptly at 0900hrs each morning.
What are judges looking for?	Creative skills, accurate techniques and imaginative themes, Clean fresh work, good proportions, visual impact and appeal. Please contact andrew.pantelli@freshmontgomery.co.uk should you any questions relating to the criteria.
Feedback	Judges will be available in the vicinity of the exhibits after judging has been completed, all competitors should make time to do this.
Results	Results will be recorded on award cards adjacent to the exhibit. They will be posted on the show website as soon as is possible, but if you attend the show during the day, it will be possible to obtain your result then.
Security of Dishes	All reasonable care will be taken for the security of exhibits, the Management Team will not be responsible for any loss or damage to exhibits, dishes, equipment or personal effects. Competitors are advised to suitably insure dishes for display. It is the individual's responsibility to cover this personal risk.
Removal of Exhibits	All exhibits must be removed at 1530hrs on Thursday 5th March and not before. The Management Team have the right to remove and destroy exhibits remaining after such time. The Management Team may remove any exhibit deemed to be unhygienic or below standard.
Presentation of awards – Time/Location	TBC – however likely to be middle of the day or late afternoon on the day that you are due to collect the exhibit (depending on when judging takes place) on the presentation stage near to the Salon Display. Further details of the presentations will be available at the event.
Entry into the show	All competitors will be automatically registered and will receive their entry badge via email however colleagues and supporters <u>must register online www.hrc.co.uk</u>
Arriving at the show and accessing the hall	HRC is in the South Hall at ExCeL at the West end of the venue. The closest entrance from the Central Boulevard is S2, the Sugarcraft display is located to the back of the hall slightly to the right of the entrance. If you need drop-off facilities then please proceed to the Lorry Marshalling Yard and go to the Traffic Administration Office. On production of your Salon Culinaire Vehicle Pass (which will be sent to you) you will be directed to the lorryway to gain access to Vehicle Door S5, which is closest to the display area for unloading. There is no facility to park on the Lorryway, once you have finished unloading you must immediately remove your vehicle and proceed to the Orange Car Park. Please note if you do not require unloading facilities, for easier and quicker access, please park in the Orange Car Park and proceed to the Salon Registration.