

RULES FOR THE “BEST BREAD” AWARD

1. OBJECTIVE

Alimentaria + Hostelco acts as the organizing and promoting entity (hereinafter, the “Organization”) of the Best Bread Award (hereinafter, the “Award”). Carolina Escudé, in turn, assumes the role of Award coordinator and provides her technical expertise through the company Tatín de Manzana S.L. as a strategic collaborator for the The Bakery & Pastry Hub space at the Alimentaria + Hostelco 2026 edition.

Both parties join this initiative with the aim of rewarding the quality of a product essential to the country’s gastronomy and culture.

2. EVALUATION PROCESS

The jury will be composed of renowned professionals from various fields (bakers, historians, food critics, analysts, or researchers), all linked to the world of baking.

This Award will have technical advice and control at each stage by Javier Cochetoux and Javier Cochetoux (father and son), both owners of Pan.Delirio bakeries and Espacio Materia.

3. PURPOSE OF THE AWARD

This contest aims to recognize and reward the best bread in Spain in its category, assessing criteria of quality, excellence, innovation, and cultural and/or gastronomic relevance, according to the conditions established in these legal bases.

4. PARTICIPATION REQUIREMENTS

Those bakery products made 100% artisanally and meeting all requirements established in the bread quality standard may participate. The professional must have a minimum demonstrable experience of two years.

5. EVALUATION PROCESS

5.1. 1st PHASE – Participation Requirements – Preselection

5.1.1. Preselection will be governed by the first 40 registrations, without any scoring, only following these registration data:

- Registration: Submission of the online form, duly completed in the mandatory fields.
- Tax Identification: The participant must be a natural or legal person based in Spain.
- Accredited Training: An updated CV and accreditation of specific training in bakery (Vocational Training, higher studies, or specialized courses) must be provided.



RETAIL AND FOODSERVICE GROW TOGETHER

- Professional Experience: The participant must have at least two (2) years of professional activity.
- Institutional Representation: Applications submitted on behalf of schools, institutions, associations, or sector organizations will be accepted.

5.1.2. Calendar

- Registration opens: October 31, 2025
- Registration closes: December 19, 2025
- Notification of those selected for the 1st sensory tasting: week of December 22, 2025
- 1st tasting: January 26, 2026
- Notification of those selected for the Final Tasting: from Tuesday, January 27, 2026
- Final Tasting and Award Ceremony: March 24, 2026, during Alimentaria + Hostelco in Barcelona

All communications will be made via the email provided during registration. The Organization reserves the right to modify these dates for justified reasons, notifying participants through official channels.

5.1.3. Preselection Criteria

To ensure an objective and transparent evaluation, the preselection criteria are:

- Professionals must correctly complete all mandatory fields and will be selected in order of receipt of the completed registration.
- Professionals must have at least 2 years of demonstrable experience.
- The first forty (40) registrants who meet the requirements will be eligible for the award.

5.2. 2nd PHASE – 1st Tasting (40 preselected)

After preselection, forty (40) participants will proceed to the first sensory tasting, held in Madrid at Espacio Materia, Calle Naranjo 7, on Monday, January 26, 2026, in a space set up for receiving and evaluating the submitted pieces.

Reception must be prepaid or delivered in person on that date and place, from 9 a.m. to 12 p.m.

5.2.1. Product Requirements

- Product to present: A sourdough loaf, weighing between 800g – 1kg.
- Allowed ingredients: Cereal flour or wholemeal flour, water, and salt (max 1.31g per 100g of product).





RETAIL AND FOODSERVICE GROW TOGETHER

- Technical requirements: The pH must be equal to or less than 4.8 both before and after baking. This must be proven with graphic documentation (photo or technical report); if not provided, the piece will be disqualified from tasting.

After the tasting, the jury will select six participants for the final phase, which will take place during Alimentaria + Hostelco, at The Bakery & Pastry Hub, on March 24, 2026, in Barcelona.

5.3. 3rd PHASE – Final Tasting (6 finalists)

The final phase will be held in Barcelona, during Alimentaria + Hostelco, on Monday, March 23, and Tuesday, March 24, 2026, at The Bakery & Pastry Hub.

5.3.1. Final Phase Details

- Each finalist will have an assigned production slot according to the schedule for Monday, March 23, 2026.
- Baking and presentation will take place on Tuesday, March 24, mid-morning, before the jury at a specific time.

5.3.2. Space and Equipment

- Each finalist will have an individual double table, equipment includes a deck oven, mixer, proofing cabinet, washing area, and cleaning products.
- Use of these elements and the final presentation order will be determined by a draw on March 23.

5.3.3. Logistics

The Organization will not cover costs related to raw materials, accommodation, meals, or travel.

5.3.4. Required Products

- Finalists must present:
- A sourdough loaf or a multigrain bread (800g – 1kg).
- For multigrain bread: at least three types of flour, two of which must be cereals, with at least 10% of each.
- Each finalist will have their own fermentation cabinet, as well as an oven to carry out their test, being able to choose temperatures and humidity levels.
- Two identical pieces: one for display/photo, one for jury tasting.
- Baking turns will be drawn; each finalist has a maximum of 105 minutes for baking.



Flours

Flours must come from the contest's technical sponsor, who will provide them for finalists' training.

Special Free-Style Test

Using the same dough, present a free creation of 14 individual pieces (150–250g each), using only the sponsor's flours.

Sourdough

Finalists may bring their own sourdough.

5.4. EVALUATION PROCESS

5.4.1. Scoring – Sensory Tastings

Tastings will be conducted by a jury of five (5) experts, two (2) alternates, one (1) technical control team, and one (1) notary.

Each piece will be individually evaluated in its category.

Criteria: appearance, flavor, baking, weight, crumb, crust, pH, and cleanliness.

Each criterion is scored from 0 to 15 points; maximum per piece is 120 points.

Tiebreaker

In case of a tie, the free-style creation will be scored from 0 to 5 points, added only in case of a tie, to determine the winner.

Winner Determination

The winner is the bread with the highest total score, including any tiebreaker points.

6. DECISION AND AWARD CEREMONY

On Tuesday, March 24, 2026, after the jury's final deliberation, the winner of the "Best Bread" Award will be announced at The Bakery & Pastry Hub stage at Alimentaria + Hostelco.

The prize will be announced soon.

7. ACCEPTANCE OF THE RULES AND GENERAL CONDITIONS

- Participation implies full acceptance of these rules.
- The jury is empowered to resolve any unforeseen event.

Alimentaria + Hostelco

RETAIL AND FOODSERVICE GROW TOGETHER

- The Organization may modify, delete, or expand these rules at any time for justified reasons, duly notifying participants.
- Exclusions:
- Those not meeting the requirements.
- Those providing false or inaccurate data.
- Employees of the Organization or associated entities, and their direct relatives.
- Anyone directly or indirectly involved in organizing or preparing the contest.
- The prize is non-transferable and cannot be exchanged for another product or money.
- The Organization is not responsible for force majeure or unforeseen events preventing the contest or prize delivery.
- Any tax or expense not expressly assumed by the Organization is the winner's responsibility.

