

# TINAPAY

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### PINOY BREAD BAKING COMPETITION



#### TINAPAYNATIN PINOY BREAD BAKING COMPETITION

	BULACAN	BATANGAS	ILOILO	MANILA
Who can join	Teams of two students each, aged 18-35 years old and currently enrolled full-time in an academic institution as of August 12, 2016 can join.	Teams of two students each, aged 18-35 years old and currently enrolled full-time in an academic institution as of August 12, 2016 can join.	Teams of two students each, aged 18-35 years old and currently enrolled full-time in an academic institution as of August 12, 2016 can join.	Elimination round winners
Where	STI College  MacArthur Highway, Brgy. Dakila, Malolos Bulacan	Lyceum of the Philippines  Capitol Site, Batangas City	St Therese College  M.H. del Pilar St., Molo, Iloilo City	Treston International College  University Parkway District, 32nd Street corner C-5 Road, Bonifacio Global City
When	September 09, 2016	September 16, 2016	September 23, 2016	October 13, 2016
Qualifying teams	Top 12 teams	Top 12 teams	Top 12 teams	Elimination round winners
Bread Entries	1 Regional Bread 1 Modern Bread	1 Regional Bread 1 Modern Bread	1 Regional Bread 1 Modern Bread	1 Regional Bread 1 Modern Bread +1 Regional OR Modern Bread
Deadline of submission of online entries	August 12, 2016	August 12, 2016	August 12, 2016	N/A
Announcement of qualifying teams	August 19, 2016	August 19, 2016	August 19, 2016	N/A
Deadline of submission of updated entries	August 26, 2016	August 26, 2016	August 26, 2016	Ten (10) days after each elimination round: - Bulacan elimination round winner: <i>September 19, 2016</i> - Batangas elimination round winner: <i>September 26, 2016</i> - Iloilo elimination round winner: <i>October 03, 2016</i>

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#### GENERAL MECHANICS:

#### Let Us Taste Your Bread Story:

##### Who Can Join?

1) Teams of two students each, aged 18-35-years old and currently enrolled full-time in an academic institution as of August 12, 2016 can join.

##### **Gathering Bread:**

##### Submission of Entries

2) To qualify for the eliminations, each team must enter **one (1) regional bread** and **one (1) modern bread**.

a. **Regional bread** –associated with a region or a place within a region in the Philippines.

b. **Modern bread** –inspired by any local bread but is given a modern twist, whether in terms of baking style, preparation, ingredients used, or flavors harnessed.

These could be two breads of the same type (e.g. regional bread: **Ensaymada** from *Central Luzon* / modern bread: **Ensaymada with Cocoa Cream Filling**), or two completely different bread variants that adhere to the definitions above (e.g. regional bread: **Elorde** from *Cebu* / modern Bread: **Raisin Monay**), both of which must use only a maximum of ten (10) ingredients indicated in the pantry list provided in the online application form.

3) To submit, contestants must fill out the official Tinapay Natin Google form found on our Facebook page: [www.facebook.com/TinapayNatin](http://www.facebook.com/TinapayNatin). Complete competition guidelines are also posted on these links.

4) Deadline for submission is on August 12, 2016. The Consortium reserves the right to disqualify participants within the contest period should they fail to comply with the requirements or have committed fraudulent acts to appear eligible.

##### **Making the cut:**

##### Screening

5) The recipes **MUST** conform to the competition guidelines provided in the website: [www.maxschicken.com/tinapaynatin](http://www.maxschicken.com/tinapaynatin). Entries that fail to do so shall be disqualified.

6) Entries will be pre-judged based on their “bread story” (fields to appear in the application form), photos (taken from 3 different angles: front angle, side angle, flat lay angle), regional association, regional relevance, ingredients used, and baking procedure. The bread story must answer the following questions:

##### a. Regional Bread

- What is the historical significance of the bread?
- How is it a reflection of the region’s people and culture?
- What story or aspect of your chosen region do you wish to surface through the bread?

i. Ingredients indicated in the pantry list must follow the metric system and must be in grams only

ii. Procedure (see competition guidelines).

##### b. Modern Bread

- What traditional Filipino bread inspired this entry?

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- What is the historical significance of the bread?
- What aspects of this entry were retained from the bread that inspired it?
  - i. Modern Twist
- What changes did you make with this entry to make it suitable to modern tastes?
  - ii. Story
- What inspired you to create this bread?
  - iii. Ingredients indicated in the pantry list must follow the metric system and must be in grams only.
  - vii. Procedure (see competition guidelines).

7) Entries with the most compelling bread story and recipes will be chosen to participate in the competition. A maximum of 12 teams will compete per elimination round:

- a. Northern Luzon: **STI College-Bulacan** (MacArthur Highway, Brgy. Dakila, Malolos Bulacan), September 09, 8AM-5PM
- b. Southern Luzon: **Lyceum of the Philippines-Batangas** (Capitol Site, Batangas City), September 16, 8AM-5 PM
- c. VisMin: **St. Therese College- Iloilo City** (M.H. del Pilar St., Molo, Iloilo City), September 23, 8AM-5PM

8) Teams that have qualified for the eliminations in their assigned venue will be announced online on **August 19, 2016** through the Tinapay Natin social media pages: [www.facebook.com/tinapaynatin](http://www.facebook.com/tinapaynatin) and [www.instagram.com/tinapaynatin](http://www.instagram.com/tinapaynatin) . They will also be notified via calls from the organizer during the announcement date.

9) Qualifying teams must confirm their participation on or before **August 22, 2016** via email to Tinapay Natin's email address: [tinapaynatinph@gmail.com](mailto:tinapaynatinph@gmail.com)

10) Qualifying teams may modify the individual quantities of their ingredients, but are not allowed to add new items to the list they submitted. Each qualifying team can submit improvements to their recipe by sending their final ingredients list via email to [tinapaynatinph@gmail.com](mailto:tinapaynatinph@gmail.com) until **August 26, 2016**. (Subject: School\_MemberSurnames\_FinalList)

11) The organizers will assume the qualifying teams' last submission on or before the deadline to be the teams' final lists. Those who deviate from their final lists during the competition proper shall be disqualified.

### Elimination Rounds

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- 12) Competing teams will be assigned ovens and work stations at the venue. However, they will need to bring their own baking tools and plating materials. Qualifying teams must refer to the [competition guidelines](#) for the prohibited items.
- 13) Contestants will be given five (5) hours to prepare their breads. Afterwards, they will be given a maximum of two (2) minutes to pitch their bread story.
- 14) One (1) winning team from each elimination round will be chosen to compete in the Grand Finals which will be held at **Treston International College on October 13, 2016.**
- 15) Teams who will be competing in the Grand Finals will be provided Pilmico flour and their indicated ingredients beforehand to practice making their bread.
- 16) The organizers will not be held liable for events that occur that beyond their control, including but not limited to acts of god, acts or threats of terrorism, war, and hostilities.

## **Baking Better and Being The Best**

### **Grand Finals**

- 17) In celebration of the "World Bread Day," the Grand Finals will be held on October 13, from 9AM to 3PM at Treston International College (University Parkway District, 32nd Street corner C-5 Road, Bonifacio Global City).
- 18) Finalists may modify the quantities of their ingredients and submit improved recipes ten (10) days after the elimination rounds. Deadline for each will be as follows:
  - **Bulacan elimination round winner: September 19, 2016**
  - **Batangas elimination round winner: September 26, 2016**
  - **Iloilo elimination round winner: October 03, 2016**
- 19) In addition to the two breads entered in the eliminations, the finalists will need to bake one (1) more bread—either a regional or a modern bread—in the Grand Finals.
- 20) Preparation rules from the eliminations rounds will still apply.
- 21) Each team will be given six (6) hours to prepare all three breads based on the production grid. They will be given a total of two (2) minutes to pitch their entries to the judges.
- 22) The team with the highest total score will then be awarded as the winner of the Tinapay Natin, Pinoy Bread Baking Competition. The winning team's highest scoring bread will be named as Pinoy Bread of the year to be carried by Max's Corner Bakery.

### **Prizes:**

- 23) The #TinapayNatin Bread Competition will be giving away the following prizes:
  - a. All participating teams will be provided with their respective Certificates of Participation.
  - b. The winning team from each of the elimination rounds will receive ten thousand pesos (Php 10,000) worth of gift certificates from Max's Restaurant, plus a chance to get exclusive training from Pilmico Research and Training Bakery.

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- c. The grand winner will receive a cash prize of fifty thousand pesos (Php 50,000.00), plus a trophy and medal. In addition to this, at least one of their bread entries will be sold and distributed at MCB outlets for a probationary period of forty-five (45) days.
- d. After the competition, Pilmico and MCB shall reserve the ownership and the rights to use the recipes of all bread entries that competed in the grand finals.

### **Bread for one and all:**

#### **Distribution**

24) The winning recipe will be subject to modification by the MCB Technical Research & Development team for selling purposes. Their bread story, meanwhile, will be published via in-store collaterals and media features.

#### **Baking Back**

#### **Doing Good for Local Communities**

25) In response to the growing challenge of malnutrition among Filipino schoolchildren, the winning team gets to choose a public school from their region that will be granted a feeding program funded by a part of the sales generated by the new #TinapayNatin.

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