



Platinum Jubilee Afternoon Tea and Cake Competition: Criteria for Participation

This year marks Her Majesty Queen Elizabeth II's 70th year on the throne, making her the first British Monarch to celebrate a Platinum Jubilee. This is an amazing milestone, an inspiring example of public service and a happy occasion for people in the United Kingdom and around the world to celebrate. Across the United Kingdom, there will be many celebrations taking place throughout this year, with a special series of events concentrated around The Queen's Platinum Jubilee Central Weekend on 3-6 June.

Over Her Majesty's 70 year reign, the Royal and Imperial families have enjoyed a close relationship and the wider partnership between the UK and Japan has gone from strength to strength in a wide range of areas; from cultural and educational exchanges to trade and investment links, and from defence and security cooperation to joint action on climate change. The British Embassy in Tokyo and British Consulate-General in Osaka would therefore like to bring the Platinum Jubilee celebrations to Japan and invite you to be part of them.

Please find the criteria for joining the Platinum Jubilee Afternoon Tea and Cake Competition.

Criteria for participation

- You must be a 5-star hotel in Japan
- You must belong to a hotel where afternoon tea can be served and cakes sold.
- You must organise an afternoon tea service where the cake/pastries will be sold and commit to brand it as part of the UK Platinum Jubilee celebrations.
- You must bear all the costs associated with providing an afternoon tea service and entry to the cake competition
- You must participate in both the Platinum Jubilee Afternoon tea as well as the Platinum Jubilee cake Competition

Afternoon Tea Criteria

- Hotels must plan and carry out the Platinum Jubilee afternoon tea within 2022 (end of December) in order to enter the cake competition
- An existing afternoon tea menu can be used, but should include mention of the Platinum Jubilee, some British inspiration, and should feature the cake (scaled down version) which will be entered into the competition
- The British Embassy can provide a Platinum Jubilee logo for use on menus, as well as a social media hashtag to promote more widely

Platinum Jubilee Cake Competition criteria:

To enter the cake competition, you need to design and create 2 cake types:

One large cake. There is no limit to the size of this cake, but as the short-listed cakes will be put on display as a centrepiece at the Queen's Birthday Party to be held in June in

Tokyo, please bear in mind that you will need to transport the cake to the British Embassy.

Cup-cake size cakes (single portion) x 20 - 30 which is a scaled down version of the large cake, in a design which can be served at a buffet party for the Queen's Birthday Party in Tokyo, of which 20-30 would need to be produced if you are selected to take part in the final judging. It should be a similar design, and similar recipe – to a recognisable degree.

- The cake (or cakes) should be an original creation and reflect something about the UK or the close partnership between the UK and Japan.
- Each hotel is welcome to make as many cake designs as they wish but you will only be allowed to enter one cake into the competition.
- The cake needs to have at least one ingredient from the UK.
- The cake design should be original and should not have been previously entered into another competition.
- There are no restrictions on the type of cake (pastry/ sponge/ tart etc.), but the cake design must be “fit for a Queen” and should be appropriate to be served at the Queen's Birthday Party at the British Embassy Tokyo as well as at their own establishment during afternoon tea.

Story behind the inspiration

Participants will be judged on the quality of the story behind the inspiration behind the cake and its recipe. The judges will be looking for any relevance or connection to the UK-Japan relationship, Her Majesty The Queen, the United Kingdom, Platinum Jubilee or Royalty in general.

An expert panel of judges (to be announced) including, Her Majesty's Ambassador to Japan, Julia Longbottom, will, check all entries and based on the documents and criteria listed above, choose 5 cakes for the final stage.

TIMELINES

1-31st March: Call for Expressions of Interest

Interested parties should fill out the short survey on the next page **by 31st March** to ensure that they have read the rules and understood what needs to be produced.

The British Embassy Tokyo will contact all those who meet the criteria within 5 working days of receiving their completed survey.

By end of December 2022 Platinum Jubilee year

Platinum Jubilee Afternoon Teas served at hotels and promoted on social media

16th May: Competition deadline

Participants to submit following information:

- a. All participants need to submit photos of the completed cakes (large and small) and the cut cake (large and small);
- b. Photo of the chef with short biography;
- c. Story of the inspiration behind the cake design;
- d. Brief explanation of how you used the cake / plan to use the cake in your hotel;
- e. The recipe
- f. Publicity plan: We would like participating hotels to provide details of their marketing plans including how they will serve and use the cake design, as well as use of the Platinum Jubilee logo and plans to publicise the competition information. This should include social media engagement too.

5 cakes will be shortlisted to enter into the final round based on the information above.

30th May: Announcement of shortlist of 5 cakes to be entered into the Final Round

An expert panel of judges (to be announced) including, Her Majesty's Ambassador to Japan, Julia Longbottom, will, check all entries and based on the criteria listed above, choose 5 cakes for the final stage._

Mid-June: Final round & Announcement of the Winners

Mid-June: All finalists need to deliver one big cake and up to 30 smaller cakes for judging to the British Embassy Tokyo the day before the Queen's Birthday Party.

These cakes will be judged based on the criteria above by an expert panel of judges (as above)

The following day: All finalists' cakes will be displayed (large display cake) and served (30 smaller cakes) at the Queen's Birthday Party at the British Embassy, Tokyo where winner will be announced.

PRIZES:

- Certificate for gold / silver / bronze winners and runners up will be awarded which can be shared on social media, displayed at their establishments_
- Usage of the British Embassy Tokyo Logo for their winning cake and on their website_
- Photographs from the Queen's Birthday Party at the British Embassy for social media use.
- Exclusive Platinum Jubilee gifts
- A bottle of English Sparkling Wine