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**The Great British Salted Chocolate Challenge**

The Style Academy is challenging Britain’s Chocolatiers to come up with the ‘Country’s Best Salted Chocolate’ this autumn in a competition open to chocolatiers big and small around the Country.

 As part of the #britaingetssalted campaign and the UK launch of SaltWorks, chocolatiers will be able to requests free samples of SaltWorks artisan, smoked and fusion salts to develop a salted product which will then be submitted to a panel of expert judges in late October. A short list of 5 finalists will be invited to the final in London, to be hosted by Divertimenti on the 6th November on the Brompton Road.

The winning salted chocolate will be announced at the judging event on the 6th November and the winner will win a cash prize of £500, a”48” hour gourmand trip of a lifetime to New York City with a round trip business class ticket with American Airlines and overnight accommodation provided by The London, the official NYC hotel of The Style Academy and a year’s supply of SaltWorks product. Also, and most importantly, a chance for their salted chocolate to be part of a “pop up” in a London Food Hall during the launch of the SaltWorks Salt Collections in mid-November, an amazing opportunity to have their new product showcased to the public and the media.

The competition will be open to all chocolatiers across the UK, who will need to register their interest and follow a set of guidelines and have product ready for judging by a certain date in late October. Each entry will be asked to submit 4 or more of the same salted chocolate. The Style Academy has partnered with The Trussell Trust and its national food bank service, 250 boxes of the winning salted chocolate will be donated to their 2014 Christmas food drive.

The judging panel of esteemed experts is being assembled headed up by British food legend Glynn Christian, along with four other judges including Andrew Baker from The Telegraph and three still to be announced.

Information:

Application forms and rules can be obtained from emailing salted@the-style-academy.com

The Competition opens on Thursday 18th September.

**Ends.**

For further information please contact The Press Office at The Style Academy on 01264 310717 or pressoffice@the-style-academy.com