



Cake Calton Hill - made for London 2012 Cultural Olympiad

## WHAT

Cake Fest Edinburgh brings together up to **50 teams of amateur and professional bakers** to create Edinburgh landmarks out of cake.

Teams deliver their cakes to the **Royal Botanic Garden Edinburgh** on **Midsummer's day** and local artist Ben Hymers uses them to create a spectacular 60m<sup>2</sup> edible cake map of the city.

Audiences witness the map being built whilst exploring a **curated food producers market** showcasing Scottish food and drink and **street food stalls** from some of the best independent restaurants, accompanied by **live music and family entertainment**.

On completion the cakes are **shared with everyone**.

## HOW

- » Bakers (individuals or teams) choose an Edinburgh landmark
- » Online training videos and resources assist them in creating their cake
- » The cakes are assembled on a giant edible map at the RBGE on Sun 21 June
- » Free entry to the event for the public who can enjoy watching the map being created while sampling local produce and street food
- » Kids can join a free workshop to make trees, cars and other decorations for the cake map
- » The bakers vote for the 'Bakers Choice' award
- » The bakers serve their cake to the public

## WHO

Cake Fest was created by Edinburgh-based **Food Innovator Simon Preston** who has produced similar events in Newcastle, Gateshead, Preston and as part of the London 2012 Cultural Olympiad. This is the first time the event has happened in Scotland.

Simon is supported by **events expert Jane Ali-Knight** and **PR/marketing whizz James Allenby**.

The team is dedicated to bringing this **not-for-profit event** to their home city in 2015.

Cake Fest Edinburgh receives in-kind support from the **Royal Botanic Gardens Edinburgh**.

Supported by **Event Scotland** as part of the **Year of Food & Drink Scotland 2015**.



## BENEFITS

- » A jaw-dropping event that engages communities and families
- » Showcases local restaurants and food producers as part of Year of Food & Drink Scotland 2015.
- » Takes advantage of the current national appetite for baking
- » Part of an existing programme of Midsummer events at the RBGE.
- » Previous events have generated extensive media coverage including BBC's *The One Show*, Radio 2 *Chris Evan's Breakfast Show*, *Blue Peter*, Radio 4 *Today Programme* and print media.



## GET INVOLVED

Align your organisation with this fun not-for-profit event. Tailored packages might include a combination of:

- » Cash sponsorship with brand alignment, crediting and promotional opportunities at the event
- » In-kind sponsorship
- » Sponsorship of the 'Baker's Choice' award/prize and/or individual cakes
- » Support for a team from your organisation to create a cake

## CONTACT

To find out more or to pledge support please contact:  
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In partnership with



**Royal Botanic Garden Edinburgh**