

Press Release

For Immediate Release

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National Spotlight Shines on Local Champion

Halifax, West Yorkshire – A local man is bringing national attention to Yorkshire and his very own award-winning Yorkshire Pudding recipe on a new food programme on ITV1.

The upcoming new programme on ITV1 called Food, Glorious Food! features West Yorkshire resident Christopher Blackburn, a local learning and development manager, and his award-winning Yorkshire Pudding recipe.

In 2011, Chris entered and won the annual amateur Yorkshire Pudding competition at the Dean Clough cookery school in Halifax. His Yorkshire Pudding recipe won the amateur category again in 2012. To be eligible to compete in 2013, Chris will enter the professional division, having been banned from taking part in the amateur section.

Chris's award-winning Yorkshire Pudding recipe in the ITV1 show includes a never-before-seen twist of modern British cuisine and provided him with the opportunity to go head-to-head with other chefs to compete for a spot on ITV1's Food, Glorious Food! Filming in Harrogate had him rubbing elbows with royalty and celebrity personalities, although Chris must remain mum on filming results.

"I love the idea of putting Yorkshire and Yorkshire Pudding on the national stage," says Chris. He adds, "It was exciting to prepare my favourite dish for famous celebrities, but it's the exposure of the dish itself and of the region I am from for which I am most pleased."

Considered the largest and most inclusive food programme to air on British television, Food, Glorious Food! showcases the one dish contestants believe they cook better than anyone else. The winner receives a cash prize and also gets their specialty dish packaged and sold in every Marks & Spencer supermarket in the UK.

While he waits for the new food programme to air, Chris continues building a loyal fan base with his blog, Yorkshirepudd.co.uk. He also has his eye on upcoming competitions for his culinary talents and has plans to launch a line of cookery products.

High-resolution photographs can be provided and Chris is available for interviews.

Notes to Editors

- Chris Blackburn began his food blog in 2011, shortly after he won his first competition at the Dean Clough cookery school. His blog was recently nominated in several categories for The MADS Blog Awards. <http://www.yorkshirepudd.co.uk/> <http://www.the-mads.com/>
- Surplus funds generated by the Dean Clough Cooking School go to *Focus on Food*, the leading charity that teaches children across the UK how to cook and teachers how to teach healthy cooking. <http://www.focusonfood.org/home.html>
- Food, Glorious Food! is scheduled to air in February 2013. The program is a joint production with Optomen and Simon Cowell's Syco Entertainment. <http://www.optomen.com/show.aspx?program=2410>