**Announcement: „Käsekuchen-Area 19/20 - Käsekuchensaison“**

The **Agency „Manufaktur-Helden****“** has developed a cheesecake tradition since 2006.

„Käsekuchen-Area“ is attracting many cheesecake-lovers, multipliers, customers and many passionate bakers every year.

Participants: bakeries, cake shops, confectionery factories

**0. General information: Käsekuchen-Area 19/20:**

Period of time: 18th September 2019 until 07th March 2020

**Käsekuchen-Area includes the following activities:**

- **Tests – Testdate:**  18th September, 16th October, 21st November, 11th December,

 23rd January 2020 - see registration –

**Reasons that are important for attending the test dates:**

1. Prerequisite for participating in the finale: at least 1 Test
2. **presentation** + advertisement on Instagram: “Käsekuchen-Area“, Facebook and kaesekuchen-area.de – networking with your own social media accounts
3. „**Winner“ of the test dates:** qualify for the final
4. By participating in one the the tests, a special ranking in the form of a press release will be developed.

- **Competition of the finalists: 7th März 2020 and presentation** of the cheesecakes, the PR will be accompanied by **„Manufaktur-Helden****“**

**The test dates & competition will be structured in the following categories:**

-high baked cheesecake -cheesecake with a fruit filling

-my cheesecake fantasy -Eierschecke

**Experts / Specialists:**

The cheesecakes of bakeries, pastry shops, patisseries and in-house cake shops will be judged **from 18th September to January 2020** by a team of experts.

This team has been working with the **Käsekuchen-Area** for more than ten years already.

The competition „Kaesekuchen-Area 2019/20“ takes place in one of the most traditional districts of Berlin - in Spandau.

**II. General Conditions of Participation**

The cheesecakes will be subdivided and separated but judged according to a uniform evaluation mode for fine baked goods / specifically: Test model cheesecake.

The evaluation team consists of professionals and masters in the bakery and confectionery trade.

The General Conditions of Participation apply to baking companies and hobby/passionate bakers.

The participant has to guarantee an exact identification of his submitted cheesecake after filling out the registration form.

The participants who finish the test dates with the best rating will be forwarded/re-invited to the finals.

Every participant will be handed a protocol and certificate after the test round and the final.

The test products must be sent in as a whole pic or as articulated pieces to:

Delivery/dispatch of the cheesecakes:

-Traditionsbäckerei Rösler – Älteste Bäckerei Berlins –

Falkenseer Chaussee 194, 13589 Berlin

Each participant can withdraw from the evaluation up to 7 days prior to the beginning of the competition.

In this case, the fees (rating and publications) will be refunded or credited for later evaluation.

**Participation Fee- Rating:**

**per Test - participation: 120,00 € plus 19% for baking companies**

**per Test - participation: 20,00 € plus 19% for hobby bakers**

Participation Fee:

1.for idea – implementation & recruitment: bundling of channels:

Kaesekuchen-Area - Instagram, Facebook: Käsekuchen und Wettbewerb,

Kaesekuchen-Area directly

2. For the protocol / certificate

In the case of media coverage and/or public attention, the agency: Manufaktur-Helden is named as the founder and organizer of „Kaesekuchen-Area“ / Käsekuchen-Wettbewerb.