



BREAD BAKER'S GUILD HONORS KING ARTHUR FLOUR'S JEFFREY HAMELMAN

Norwich company's bakers garner award two years in a row

August 25, 2005, Norwich, Vt.—The Bread Bakers Guild of America will honor Jeffrey Hamelman of the King Arthur Flour Company with the 2005 Golden Baguette Award, presented annually by the world's pre-eminent artisan baking organization to recognize individuals who have contributed significantly to the advancement of artisan baking.

Hamelman receives the award just one year after it was presented to King Arthur Flour Board of Directors Chairman Frank E. Sands II and his wife Brinna, who authored *The King Arthur Flour 200th Anniversary Cookbook*.

"Jeffrey has been an integral part of education in the artisan baking community since the Guild's inception," said Guild Executive Director Gina Renée Piccolino. "He has contributed in so many different areas. We exist and are able to be a force within our industry because of what people like Jeffrey do for us."

Hamelman, 54, the bakery director and certified master baker at King Arthur Flour in Norwich, Vt., for the past six years, owned a bakery in Brattleboro, Vt., for 14 years; has served as an instructor in baking and pastry at several culinary schools; and has baked and taught in France, Germany, Canada, Ireland, Brazil and Japan. In 1996 he was captain of Baking Team USA, the three-person team of bakers that represented the United States in Paris at the *Coupe du Monde de la Boulangerie*—the World Cup of Baking. In 2004, he published *Bread: A Baker's Book of Techniques and Recipes*, which won the International Association of Culinary Professionals' Julia Child Award in 2005 for the best cookbook by a first-time author.

"Jeffrey's selection for the Golden Baguette Award is an appropriate and wonderful testament to one of the truly great master artisan bakers of the world by the organization comprising many similarly great bakers," said Frank Sands. "Besides his daily overseeing of and baking at the King Arthur Flour on-site retail bakery in Norwich, his teaching at the King Arthur Flour Baking Education Center is a continuing contribution to the world of baking. We at King Arthur Flour are so blessed to have Jeffrey as a baker, teacher, fellow employee-owner and friend."

The Sands, long-time Norwich, Vt., residents who led King Arthur Flour from a small, regional company to an entity recognized by bakers nationwide as "America's premier baking resource," were honored with the 2004 Golden Baguette Award.

"I think that really says something about Jeffrey's expertise and impact on the world of artisan bread bakers, to have overcome what must have been a natural inclination for the Guild to go somewhere besides King Arthur" for this year's award, said Brinna Sands. "But Jeffrey just quietly follows his muse and, over all these years, this has resulted in his becoming quite a formidable force."

The Golden Baguette Award is now in its fifth year.

While the company is humbled to have had team members recognized by the Bread Bakers Guild of America two years in a row, it's not totally by coincidence, said King Arthur Flour President Steve Voigt. "We at King Arthur take artisan baking really seriously. It's a core part of our mission. And at King Arthur we've never been just about selling flour or selling baking stuff. We have always focused on the joy of baking, on sharing inspiration and supporting the highest levels of baking, including some of the great artisan bakers in the United States."

Award-winning author Amy Scherber of Amy's Bread will present Hamelman with the Golden Baguette Award on Sunday, Sept. 11, during the Guild's Camp Bread event at the San Francisco Baking Institute in San Francisco, California.

King Arthur Flour is one of America's best-selling flours, known by avid bakers for its consistent baking performance and lack of chemical additives. King Arthur Flour is the parent company of *The Baker's Catalogue*, which offers more than 1,000 professional-grade baking tools and ingredients through its catalogue, online at www.bakerscatalogue.com, and at The Baker's Store in Norwich, Vermont. The oldest flour company in America, the King Arthur Flour Company has been employee-owned since 1996.