



CALL FOR
ENTRIES

2025

Dear Piemaker,

Get ready to bake, shake, and roll because the Bakels New Zealand Supreme Pie Awards are back for their 27th year! This iconic celebration of Kiwi pie-making has become the ultimate event for bakers across Aotearoa, and we're thrilled to invite you to be part of the action.

Why enter? These awards aren't just about pies; they're about putting your bakery on the map! Winners gain media buzz, industry fame, and of course, the chance to see those pie sales soar. Year after year, entries keep breaking records and this year we're expecting the competition to be even hotter.

This year's awards dinner will have a groovy 70's theme – think retro vibes, funky tunes and a celebration as classic as your favourite pie. While the theme is just for the night, we hope it gets you in the mood to bring your best creations to the competition!

Here's what you need to know:

- Entering is still free and is done entirely online.
- Head to www.pieawards.nz to register and submit your entries.
- Check the rules and tips carefully, especially around pie weights. Details matter!
- If you have questions or need help, your Bakels rep is here for you. You can also call the Pieline (0800 743 546) during office hours.

So, what are you waiting for? Dust off those recipes, fire up the ovens and let's see your best work. Whether it's a classic steak and cheese or a creative new flavour, this is your moment to shine.

PEACE, LOVE, AND PIES.



Brent Kersel
Managing Director,
NZ Bakels Limited



26TH JUNE

Entries close 5pm (Enter online only)

30TH JUNE TO 8TH JULY

The official entry boxes are sent to you, one box for each category you entered

22ND & 23RD JULY

Your filled entry boxes must arrive at either Auckland, Palmerston North or Christchurch delivery addresses on one of these two days

24TH JULY

The day your entries are judged

29TH JULY

Awards Dinner in Auckland and the announcement of the winners

IMPORTANT DATES



✨ HAVE THE OPPORTUNITY TO INCREASE YOUR SALES ✨
 ✨ RECEIVE EXTENSIVE TV AND MEDIA COVERAGE ✨
 ✨ GAIN INDUSTRY RECOGNITION ✨

ALL GOLD, SILVER, BRONZE & HIGHLY COMMENDED RECEIVE:

- Framed award certificates and window stickers
- Industry recognition
- Extensive media coverage

PLUS, GOLD AWARD WINNERS RECEIVE:

- A cheque for \$1,000
- An invitation for two to the Awards Dinner in Auckland

THE SUPREME AWARD WINNER RECEIVES:

- The coveted Bakels New Zealand Supreme Award trophy
- A cheque for an additional \$7,500
- A2 Supreme Winners Poster



ENTRY CATEGORY INFORMATION

Mince (beef and/or mutton) & Gravy

- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- Vegetables permitted
- No Mushrooms allowed

Steak (diced) & Cheese

- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- Vegetables permitted
- No Mushrooms allowed

Vegetarian

- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- All Vegie Pastry Margarine needs to be used to manufacture Vegetarian Pies (no tallow based margarine)
- Mushrooms permitted
- Ingredients must be listed on Pie Entry Box
- Vegan pies permitted

Café Boutique

- Maximum baked weight – **300gms each**
- Top Pastry – Any Pastry
- Bottom Pastry – Any Pastry
- Fillings need to be made on site of manufacture
- Any flavour/ingredient permitted
- Pastry can be bought in
- Ingredients must be listed on Pie Entry Box
- Lattice tops permitted

Mince (beef and/or mutton) & Cheese

- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- Vegetables permitted
- No Mushrooms allowed

Chicken & Vegetables

- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- No Mushrooms allowed

Bacon & Egg

- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- Vegetables permitted
- No Mushrooms allowed
- May contain Cheese and/or Tomato

Potato Top (Mince (beef and/or mutton) & Gravy)

- Maximum baked weight – **300gms each**
- Top – Potato *No Pastry
- Bottom Pastry – Pie Base Pastry
- Toppings allowed e.g. Cheese
- Sweet Potato/Kumara allowed
- Vegetables permitted
- No Mushrooms allowed

Steak & Gravy

- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- Vegetables permitted
- No Mushrooms allowed

Gourmet Meat

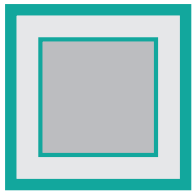
- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- Short Paste or Boiled Pastry permitted in Gourmet Meat category only
- Vegetables permitted
- Mushrooms permitted
- Ingredients must be listed on Pie Entry Box

Commercial Wholesale (Mince (beef and/or mutton) & Cheese)

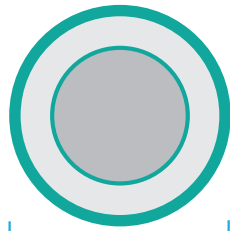
- Commercial Wholesale entries will only be accepted from Commercial Wholesalers who manufacture on average 60,000 single serve pies based on a 6 day week, must be mechanically constructed and carry no brand identification
- Maximum baked weight – **280gms each**
- Top Pastry – Flaky Pastry
- Bottom Pastry – Pie Base Pastry
- Vegetables permitted
- No Mushrooms allowed
- Pies must be selected from the line (not hand-made)



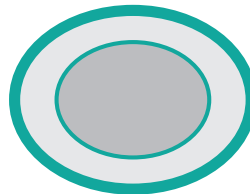
ALL PIES MUST USE THE TIN SIZES BELOW:



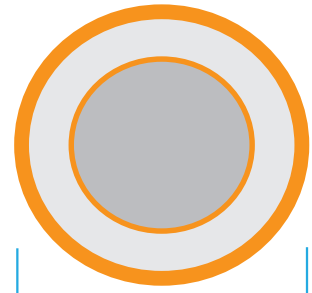
SQUARE TINS
106mm wide max



ROUND TINS
113mm wide max



OVAL TINS
130mm long max



**CAFÉ BOUTIQUE - ONLY
LARGER TIN SIZE ACCEPTED**
125mm wide max

Pies entered must be manufactured completely (all components, including pastry) at the site of registration and place of business of the entrant, excluding Café Boutique category.

The Café Boutique category pastry can be manufactured off site. Premade 'bought in' commercial pastry can be used for the Café Boutique category only.

All pies entered must be on general sale at the time of entering and be of the same quality whilst available during the competition.

CONDITIONS OF ENTRY

01. Entry is open only to chefs, cafés, hotels, commercial bakers and pie manufacturers in New Zealand.
02. Pies entered remain the property of New Zealand Bakels Ltd.
03. Commercial Wholesale entrants must manufacture on average 60,000 or more single serve pies per week. Entries must be mechanically constructed.
04. Acceptance of an Award implies the winner's agreement to take part in any resulting publicity or promotion.
05. Café Boutique entrants are not eligible to enter any other category. Café Boutique does not qualify for the Supreme Award.
06. "The Bakels New Zealand Supreme Pie Awards" name and logo remain the property of NZ Bakels Ltd and may not be reproduced without permission.
07. Pies will only be accepted in the official entry box, and no early or late entries will be accepted.
08. Entrants are responsible for ensuring their pies reach NZ Bakels in good condition.
09. Each entry box must include two identical pies from the same category.
10. NZ Bakels reserves the right to disqualify any entry that is not within the required parameters of general entry conditions.
11. In the event of a tie in any category, the tied pies will be re-judged alongside each other to decide a winner.
12. NZ Bakels reserves the right to withdraw any category due to insufficient entries.
13. The judges' decisions are final and no correspondence will be entered into.
14. Ingredient/Filling Declaration: Entry boxes which ask for filling or ingredients must be completed.
15. Multiple entries (different retail outlets entering pies from the same bakery or pie manufacturer) are not permitted.

JUDGING CRITERIA

The Judges will award points for your pies based on four criteria:



Pie Top: Points for eating properties; controlled pastry lift; flavour profile; shape retention.



Pie Base: Points for shape retention; eating properties; flavour profile; machining properties; pie base thickness.



The Filling: Points for filling/gravy proportion – extender; texture; colour profile; flavour profile.



Baking Properties: Points for overall bake colour profile; evenness of bake; finishing – pastry top glaze; overall visual appeal.

WHO ARE THE JUDGES?

Pies in each category will be judged by a panel of independent industry experts. The 10 Gold Award winning pies will be re-judged from scratch for the Supreme Pie Award by a separate judging panel. The judging process will be monitored by an independent competition auditor. Judges are not eligible to enter.

WHAT HAPPENS IF ONE OF MY PIES GETS PLACED?

If one of your pies wins a Gold Award, making you eligible for the Supreme Pie Award, you will be contacted by phone the morning after completion of the judging. You will also receive an invitation for two people to attend the Awards Dinner in Auckland on 29th July 2025, where you will be presented with your Gold Award (or Awards).

The winner of the Bakels New Zealand Supreme Pie Award for the best pie of the competition will be announced after the presentation of the Gold Awards.

Silver, Bronze and Highly Commended Award winners will have their framed Award Certificates couriered to them in the week following the Awards Dinner.

HOW TO ENTER

Choose Your Categories

You may enter as many of the categories as you want, but only once in each category (you will need to produce two identical pies for each category you enter). Multiple entries (different retail outlets entering pies from the same bakery or pie manufacturer) are not permitted. Café Boutique entrants are not eligible to enter any other category.

Enter online

Complete your Entry Form by 5pm, 26th June 2025.

You can enter online at www.pieawards.nz.

Bake Your Winning Pies!

Bake two identical pies for each category you have entered, then send them to us in the official entry box for that category. Your entry boxes will be mailed to you between 30th June - 8th July 2025. Your entry pies must arrive at one of the locations listed on page 8 on the 22nd and 23rd July 2025.

“TIPS FOR BAKING A WINNING PIE”

Baking Presentation

- Pies must have a nice golden colour all over.
- Has the pie been baked to perfection?
- Does the pie have an attractive shine where permitted?

Pie Bottom

- Has the pie kept its tin shape when cooled?
- Has the pastry been rested and sheeted gently?
- Is the pastry thickness just right, not too thick or too thin?
- Ensure pie tins are clean.

Pie Top

- Has the pastry risen evenly all over?
- Has the pie top kept its pre-baked shape?
- Is the pastry thickness just right, not too thick or too thin?

Pie Filling (visual)

- Is the filling balanced evenly, meat to gravy?
- Is the filling a good consistency?
- Does the filling look appealing?

Pie Flavour Profile

- Is the pie easy to eat, not too fatty or too brittle?
- Is the filling seasoned (or sweetened) perfectly?
- Are the pastry and filling flavours well balanced?

Weight/Size

- Please weigh your pies individually.
- Overweight pies will be disqualified. So please double check your pie weights before sending – overweight pies have no chance of winning.

★ QUESTIONS? 0800 PIELINE

*You can call us toll free on
(0800) 743 546 during office hours.*

PACKING YOUR PIES

Once you have baked your pies, and they are cold, pack your pies securely, and then courier or deliver them to:

NORTH ISLAND ENTRIES

NZ Bakels Limited
421-429 Church St East, Penrose, Auckland
North Island entries must arrive between 8am and 5pm on Tuesday 22nd July, or Wednesday 23rd July.

SOUTH ISLAND ENTRIES

NZ Bakels Limited
234 Annex Rd, Middleton, Christchurch
South Island entries must arrive between 8am and 5pm on Tuesday 22nd July, or 8am and 11am Wednesday 23rd July.

CENTRAL NORTH ISLAND ENTRIES

Gilmours
33 Bouverie Street, Petone, Wellington
Central North Island entries must arrive between 8am and 5pm on Tuesday 22nd July, or 8am and 11am Wednesday 23rd July.



**PLEASE DO NOT SEND
YOUR PIES BY POST**

Early or late entries cannot be accepted.

2024 SUPREME AWARD WINNER

Gourmet Meat

Slow Cooked Sumatra Style Beef
Rangiora Bakery, Rangiora



2024 AWARD WINNERS

MINCE & GRAVY

Gold Award:

Rangiora Bakery, Rangiora

Silver Award:

Dinsdale Bakery, Dinsdale, Hamilton

Bronze Award:

Mairangi Bay Bakery, Mairangi Bay, Auckland

Highly Commended:

Richoux Patisserie, Ellerslie, Auckland

STEAK & GRAVY

Gold Award:

Patrick's Pie Group Ltd, Tauranga

Silver Award:

My Bakery Café, Glen Eden, Auckland

Bronze Award:

The Butchers Pie, Rolleston

Highly Commended:

Wild Grain Bakery, Silverdale, Auckland

CHICKEN & VEGETABLES

Gold Award:

Wild Grain Bakery, Silverdale, Auckland

Silver Award:

Euro Patisserie Torbay, Torbay, Auckland

Bronze Award:

PieFee, CBD, Auckland

Highly Commended:

My Bakery Café, Glen Eden, Auckland

MINCE & CHEESE

Gold Award:

Taste Bakery & Roast, Henderson, Auckland

Silver Award:

My Bakery Café, Glen Eden, Auckland

Bronze Award:

Euro Patisserie Torbay, Torbay, Auckland

Highly Commended:

Richoux Patisserie, Ellerslie, Auckland

GOURMET MEAT

Gold Award:

Slow Cooked Sumatra Style Beef

Rangiora Bakery, Rangiora

Silver Award:

Maui's Mana Pie

Richoux Patisserie, Ellerslie, Auckland

Bronze Award:

Scallop with Creamy White Sauce

Fresh Bun Café, Tuakau, Waikato

Highly Commended:

Mutton Mince and Breadcrumbs

Matuara Mutton Pies, Matuara

VEGETARIAN

Gold Award:

Stir Fried Vegetable with Potato

Patrick's Pie Group Ltd, Tauranga

Silver Award:

Spinach, Mushroom and Onion

High Bakery & Café, Silverdale, Hamilton

Bronze Award:

Pumpkin, Broccoli, Potato & Mushroom

Paetiki Bakery, Taupō

Highly Commended:

Creamy Spinach & Vege Mix with Mushroom

& Camembert

My Bakery Café, Glen Eden, Auckland

BACON & EGG

Gold Award:

Eurobake Espresso Ltd, Kumeū, Auckland

Silver Award:

Taste Bakery & Roast, Henderson, Auckland

Bronze Award:

Hillcrest Bakery & Café, Hillcrest, Hamilton

Highly Commended:

Freemans Bakery & Café, Glenfield, Auckland

STEAK & CHEESE

Gold Award:

Freemans Bakery & Café, Glenfield, Auckland

Silver Award:

Mairangi Bay Bakery, Mairangi Bay, Auckland

Bronze Award:

The Baker Tirau, Tirau

Highly Commended:

Euro Patisserie Torbay, Torbay, Auckland

POTATO TOP

Gold Award:

My Bakery Café, Glen Eden, Auckland

Silver Award:

Julia Bakery, Ellerslie, Auckland

Bronze Award:

Patrick's Pie Group Ltd, Tauranga

Highly Commended:

Rosedale Bakery & Café, Auckland

COMMERCIAL/WHOLESALE

Gold Award:

Kai Pai Bakery, Wanaka

Silver Award:

Bake Shack, Mount Maunganui

Bronze Award:

Gourmet Foods Ltd, Judea, Tauranga

Highly Commended:

Dad's Pies, Silverdale, Auckland

CAFE BOUTIQUE

Gold Award:

Winter Pudding

Leeves at Portstone, Woolston, Christchurch

Silver Award:

Sunday Roast - Lamb Pie

Kitchen Republic, Otūmoetai, Tauranga

Bronze Award:

Steak & Olives

Relish Rangitikei, Hunterville

Highly Commended:

Double Cheeseburger

Kerikeri Bakehouse, Kerikeri