



Monday 13 January 2020

More pies, please! Louth Pie Day is back for a second bite

Louth Pie Day on 15 April includes the Lincolnshire Pie Championship.

It's back! The market town of Louth in Lincolnshire will host the second Louth Pie Day on Wednesday 15 April 2020, from 09:00 until late.

The town that became 'The Pie Capital of the World' for a day in 2019 will become the pie-makers' capital during the 2020 event, with the first-ever Lincolnshire Pie Championship, a competition for amateur pie-makers, professionals and all-comers of all ages.

After the roaring success of the first Louth Pie Day in April 2019, the town's independent pie-makers and sellers have announced that they will again join forces to offer a festival of pies. The event will attract pie lovers and pie-makers from across the region – and across the country. Planning is well underway, and more details about the pies on offer and the competition will be announced in due course.

What makes Louth Pie Day unique?

- Pies are a Louth speciality all year round. People in Louth love pies and there are plenty of pie-makers in the town, so Louth is a pie lovers' hot spot.
- Louth Pie Day is a festival dedicated to pies. Traders and people loved the first Pie Day because it was all about pies; not beer with pies, and not music with pies. This is a pie festival unlike any other.

The Louth Pie Day team has confirmed that Louth Pie Day 2020 will include:

- **Morning Pie** For the early birds, cafés will be welcoming visitors to Louth Pie Day with the offer of a slice of delicious pie to go with their morning cuppa. It's never too early for a piece of pie!
- **Shop Pies** A pie for everyone! Throughout the day a wide range of traditional pies will be served from Louth's independent butchers, bakers, delicatessens, cafés, pubs, and at least one fish and chip shop along the Louth Pie Trail.
- **Championship Pies** The open-to-all **Lincolnshire Pie Championship**, a county-wide competition judged by food experts, will be held inside Louth's spectacular 15th century St James' parish church
- **Pie and A Pint** Local pubs will extend Louth Pie Day into the evening with pie suppers
- **Pies from Around the World**, a special category along the Louth Pie Trail
- A small number of Pie Box Tickets are mysterious **Golden Tickets**.

Louth Pie Day 2020 is guaranteed to serve up another mouth-watering range of hot and cold, savoury and sweet pies from the town's artisan bakers and pie-makers. Pie lovers can sample them along the extended **Louth Pie Trail** through the town's picturesque streets. There will be an international dimension with authentic speciality **Pies From Around the World**, made locally by international pie-makers, and

delicious pies in cafés and pubs from morning until night with the addition of **Morning Pie** or **Pie and A Pint** in the evening.

Hungry pie lovers can choose from a long list of mouth-watering pies that includes meat, sweet, veggie and vegan, and gluten-free, made on the premises by Louth's pie-makers with ingredients predominantly from Lincolnshire. And there's no danger of Louth running out of pies, because these professional pie-makers will be baking pies all day.

Lincolnshire Pie Championship

A highlight of the event is the first-ever **Lincolnshire Pie Championship**, hosted in the town's impressive 15th century St James' church. The competition will be open to everyone and will be judged by a jury of food experts and Lincolnshire luminaries in the church during the afternoon of Louth Pie Day. Children, talented home cooks, skilled amateur chefs and professional cooks are all invited to vie for the title of Lincolnshire Pie Champion 2020.

Pies can have sweet or savoury fillings, must be baked, and to qualify, a pie must be either encased in pastry or widely known as a pie (such as lemon meringue pie). Pie-makers can enter as many different kinds of pie (or sets of identical pies) as they like, according to the competition classes which will be announced soon.

Details of how to enter the competition, the judges, and how to take entries to the venue will be confirmed in the next few weeks, but for now, ambitious pie-makers are invited to start thinking about potential pies to show off their skills, and to put the competition judging date of Louth Pie Day 2020 in their diaries – Wednesday 15 April. Information will be published on www.LouthPieDay.com, and on the event's Facebook page fb.me/LouthPieDay.

A spring festival on the streets of Louth

Louth will have a real festival feeling on Wednesday 15 April. Pie Day falls on the first market day after the long Easter weekend. It's in the school holidays and marks the first week of the traditional summer season in Lincolnshire, so the event is expected to draw visitors from all over the county – and from further afield.

Tickets and Golden Tickets

Tickets will be sold in advance and on the day. The price is £6 for a Pie Box containing five Pie Slice Vouchers. There will be a small number of **Golden Tickets** hidden among the ordinary tickets, they entitle the holder to an extra free ticket and a special pie-related prize that cannot be bought!

Tickets come in the form of a **Pie Box**, a folded map of the **Louth Pie Trail** containing five **Pie Slice Vouchers**. Each voucher can be exchanged for a slice of pie in one of the participating Pie Shops on the Louth Pie Trail. Each of these shops is an artisan baker or pie maker offering a special selection of traditional, international and inventive pies for a slice of pie during the pop-up event – to eat strolling the charming Georgian and Victorian streets of the town centre on market day. The same tickets can be used in many of the pubs, by exchanging all five pie slice vouchers for a **Pie and A Pint**.

A pie celebration in a real food town

Louth is renowned for its high-quality and independent food shops, and Louth Pie Day is a pie festival that celebrates the wonderful range of Lincolnshire produce and the good food that this part of Lincolnshire offers. The first Louth Pie Day was put together by eight local independent retailers; collectively they added enormously to Louth's reputation, and highlighted all the local, independent artisan pie-makers and sellers

that make Louth a real 'food town'. It was an enormous success, with hundreds of people enjoying the special day, and supporting Louth's independent businesses while doing so.

Pie shops and participating cafés reported they sold three normal weeks' worth of pies during the one-day festival. They served up more than 2,000 pieces of pie and offered a staggering 50 varieties. The event was coordinated by a small group of volunteers with specialised skills. It created a business boost and a new awareness of the town and what it has to offer among local residents and visitors.

ENDS

Notes for Editors:

Interviews: The Louth Pie Day organising team is made up of volunteers and prior commitments mean that we'll only be able to provide interviewees after mid-February when participants and judges are confirmed. However, we considered that there would be considerable interest in the announcement of the event for 2020, and wanted to let the public know how Louth Pie Day is shaping up.

Photographs: Louth Pie Day organisers collected their own photographs during the 2019 event. They can be used by news media. Do not use them for marketing purposes. Please credit Louth Pie Day for every photo that you use. Google folder of [Louth Pie Day photos](#)

LINKS

www.LouthPieDay.com

Louth Pie Trail Google map (live) bit.ly/LouthPieDay2020map

Louth Pie Day on Facebook fb.me/LouthPieDay

Louth Pie Day on Twitter <https://twitter.com/LouthPieDay>

Louth Pie Day on Instagram @LouthPieDay

CONTACT:

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The market town of LOUTH (population 16,419 in the [2011 Census](#)) topped the poll as BBC Countryfile magazine's [Favourite Market Town in 2012](#). It nestles at the foot of the [Lincolnshire Wolds](#), an Area of Outstanding Natural Beauty (AONB) and is just 10 miles from the famous wide sandy beaches of the [Lincolnshire coast](#). Louth has a thriving street market, a livestock market, and charming Georgian and Victorian streets; towering over all of this is the 295-foot high gothic spire of St James church. It's known as the '[capital of the Lincolnshire Wolds](#)'.