



Fiery Foods UK Chilli Festival 2012

14th-16th September

Brighton

Open Competition

Brief: To design artwork to celebrate the centenary of the Scoville test. The finished product must be suitable for reproduction in various media including t-shirts, posters, advertising etc.

Format: To be sent as PDF to info@fieryfoodsuk.co.uk

Open to all artists, illustrators, graphic designers both professional, students, amateur etc.

Closing date for entries: 30th May 2012

Prize: The opportunity for national exposure of your design on FFUK website and related websites plus a percentage of proceeds derived from sales of FFUK merchandise (to be decided by the organisers of FFUK Ltd).

Apply: Miranda Pellew
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Chillipepperpete's Chilli Shop
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Background:

The Scoville scale is a measurement of the spicy heat (or piquancy) of a chilli pepper. Capsaicin is a chemical compound that stimulates chemoreceptor nerve endings in the skin, especially the mucous membranes.

The scale is named after its creator, American pharmacist Wilbur Scoville. His method, devised in 1912, is known as the Scoville Organoleptic Test. The modern commonplace method from quantitative analysis used high-performance liquid chromatography, making it possible to directly measure capsaicinoid content.

Fiery Foods UK has been running the FFUK Chilli Festival in Brighton for the past 7 years (it's 4th at its current site on Victoria Gardens) and has gained a national and indeed international reputation for a festival that brings the best of the UK's chilli companies with a fun and somewhat anarchic atmosphere. FFUK was the first to organise their infamous chilli-eating contests which have been shown on BBC TV and around the world and also run the National Chilli Awards, the industry awards to recognise the best of UK chilli companies and products.

Chillipepperpete is the UK's top chilli company and provided the inspiration for the FFUK Chilli Festival. Based in Brighton, it was the first UK company to import the widest variety of exotic chillies from around the world and create its own brand of hot sauces, as well as growing the first commercially available new varieties of chilli plants. CPP is at the forefront of the UK chilli industry, introducing the naga ghost chilli, the hottest commercially-available chilli, into the UK, Europe and the USA.