



29 July 2011

Will your dessert be crowned Super Sweet at this year's Fiesta?

As part of a nationwide road show, leading daytime show *This Morning* will be appearing at this year's Bristol Balloon Fiesta in search of the UK's best dessert recipes.

The competition, Super Sweet aims to discover a delicious homemade dessert that's tasty enough to be stocked in the shopping aisles of leading grocer, Tesco.

On Saturday 13 August the Super Sweet judging panel, *This Morning* chef Gizzi Erskine, celebrity foodie and ex-corrie star Wendi Peters and an expert from Tesco's will be tasting the South West's efforts between 11am and 3pm at the Fiesta.

The judges will then choose their favourites who will be asked to take part in the semi final in London. The winning dessert is crowned Super Sweet and will be sold at Tesco.

Anyone wishing to participate should come to the Fiesta, armed with their best dessert on Saturday 13 August.

Participants who wish to transport their creation by car are advised to book car parking in advance from the Fiesta website www.bristolballoonsfiesta.co.uk to ensure a space close to the showground.

Visitors who purchase car packing passes in advance can now opt for privilege car parking. For just £10 per car per day, privilege car parking guarantees a space in the parking area closest to the showground, a dedicated entrance with easier access on and off site and an event programme.

Advanced car parking is also available at the familiar price of just £6 per car per day, this guarantees a space within a short distance of the showground and a dedicated entrance and exit to the Fiesta site.

As well as securing a parking space closer to the Fiesta site, by booking in advance purchasers also receive a discount of £4 on advanced car parking – on the day car parking is charged at £10.

For more information on the Super Sweet competition please visit <http://www.itv.com/this-morning/food/supersweet/>

For more information on the Fiesta and to book advanced car parking please visit www.bristolballoonfiesta.co.uk

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For more information please contact the Balloon Fiesta Press Team at Spirit Public Relations on 0117 944 1415 or e-mail balloonfiesta@spiritpublicrelations.co.uk