

Peter Sidwell

BIOGRAPHY



Peter has been a chef for 17 years, graduating from Beverley College in Yorkshire, before going on to work in several of the very best hotels in York and learning his trade. He then went on to travel in Europe, cooking his way around the continent. The bright lights of the big city were tempting for a while, but having furthered his training on the London restaurant scene, he decided that he'd like to get back to his roots to work on a passion of his; baking.

Peter joined a local bakery near York for several years, refining his skills and learning how to make great bread and pastry. He then moved into corporate catering for an international bank, cooking for private functions, training other chefs and giving demonstrations. Finally, having spent more time in a business suit than in his chef's whites, he decided to go it alone; a life changing decision and the beginning of *Good Taste!*

In 2007 **Peter** started writing his first book which he published himself and sold over 4,000 copies in the first year. Following that success Simon & Schuster snapped it up and in April 2009 released *Simply Good Taste*. **Peter** followed this up with a bespoke bread machine cookery book *Simply Good Bread* for Panasonic and Carr's flour. This was a great marketing success for Panasonic and he is now working on three new books and an e-book set for publication over the next two years. **Peter's** latest book, *Simply Good: Family Food* was published by Simon & Schuster in August 2012.

In January 2012 **Peter** opened his restaurant, *Peter Sidwell @rheged café* at the Rheged Centre near Penrith, serving local Cumbrian produce. **Peter** also runs a cookery school near Keswick in the Lake District, in a beautiful setting surrounded by the mountains.

Peter is a popular speaker for live events and regularly hosts demonstrations at The Cake and Bake Show and other food festivals. He has recently been involved with NHS Scotland, speaking at their recent Scottish Healthcare Facilities Conference 2014, and gave a presentation alongside Mich Turner at the Scottish Bakers Annual Conference and Awards in May 2014.

Peter's first TV series, *Lakes on a Plate*, was shown on *Channel 4* in September 2010. More recently, he has appeared as co-judge and presenter alongside Mich Turner in *Britain's Best Bakery* on *ITV1*. The show reached over 2.3 million viewers for its first series across November and December 2012.

The second series of *Britain's Best Bakery* was on *ITV* in early January 2014 daily for 6 weeks - totalling 30 episodes with the accompanying book published by New Holland on 1st May 2014.

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