



PRESS RELEASE

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UK's Baking Mad Receives 2017 Global Site of the Year Honors from Kentico

Site built by Ridgeway, digital agency based in London; one of nearly 20 awards handed out by fast-growing CMS vendor

Bedford, New Hampshire—March 23, 2018—[Kentico Software](#), a fast-growing CMS and cloud software company with offices in Europe, Asia-Pacific, and North America, this week named Baking Mad as its Global Site of the Year for 2017. Rather than simply showcasing the company's widely used baking products, Baking Mad's new site instead delivers a sense of community, bringing together people from all walks of life who simply love baking.

Baking Mad Website "A Truly Immersive Digital Experience"

The Baking Mad website, built by digital marketing agency Ridgeway, is unique in many ways:

- The site is a unique brand experience as it does not directly sell the products of the brands behind it. Instead, the site seeks to bring together a community of people who have one thing in common—a love of baking.
- A sophisticated search functionality enables users to find the recipes and content they want quickly and easily. Ridgeway used the Kentico Document Event handler to integrate with Microsoft Azure Search.
- The website features a "bake mode" for those wishing to follow a recipe online. This feature displays the recipes in easy-to-follow steps using an easy-to-read large font. Users can easily scroll through each step of the recipe.
- Users can even select the "keep screen on" feature which means the user's tablet or mobile does not go into sleep mode halfway through a bake.
- The website features a new online shop where users can purchase baking kits for a number of different celebratory occasions.

"We are incredibly proud of what we, together with Ridgeway, have achieved with our website and it is an honor to have it recognized globally by such a prestigious award," commented Kylie Shepherd, Senior E-commerce and Digital Marketing Manager at Baking Mad. "Kentico has enabled us to achieve our vision of a truly immersive digital experience where our community of bakers can indulge and explore their passion with rich content including recipes, tips, and insights."

"This is a huge achievement for Ridgeway and I'm proud of the whole team," added Simon Cole, Ridgeway's Managing Director. "It demonstrates our capabilities, as a leading Kentico Gold Partner, to deliver world-class digital solutions for leading brands."

"Websites remain a major part of the digital landscape," observed Petr Palas, CEO and founder of Kentico. "It's gratifying to see customers such as Baking Mad and partners such as Ridgeway using Kentico products and bringing such innovative digital marketing into the public square."

Award Program Recognizes Nearly 20 Innovative Companies and their Digital Agencies; Winners Hail from more than a Half-Dozen Different Countries

[Kentico's Site of the Year competition](#), first held in 2009, is now in its ninth year. Entrants are submitted by Kentico partners, the field is narrowed down by Kentico staff, and final votes are cast online by Kentico users around the world. Through this annual competition, Kentico recognizes world-class accomplishment in digital design. This year's winners come from more than a half-dozen countries including Australia, Canada, the Netherlands, New Zealand, Switzerland, the United Kingdom, and the United States. Award categories for 2017 ranged from Best E-commerce Site and Best Healthcare Site all the way to a variety of special categories including Best Kentico Cloud Implementation, Best Migration, and Largest Site. Following is the complete list of winners:

Award Category	Company or Organization	Site URL	Kentico Partner
Site of the Year Global Winner 2017	Baking Mad	www.bakingmad.com	Ridgeway , London
Best Business Services Site	A-Plan by Volvo	https://aplanbyvolvo.com	The Pixel Shop , Toronto
Best Consumer Goods Site	Baking Mad	www.bakingmad.com	Ridgeway , London
Best E-commerce Site	Wine Selectors	www.wineselectors.com.au	Devotion , Australia

Best Education and Career Site	Carroll University	https://www.carrollu.edu/	Ascedia , Milwaukee
Best Financial Services Site	ME Bank	https://www.mebank.com.au	Kiandra IT , Melbourne
Best Government and Municipal Site	Royal Botanic Gardens Sydney	https://www.rbgsgyd.nsw.gov.au/	Webcoda , Sydney
Best Healthcare Site	InnovAge	https://www.myinnovage.com/	BlueModus , Denver & BlueKey, Inc. , Charleston
Best Industrial/Manufacturer Site	VARO Energy	https://varoenergy.com/	DotControl , Rotterdam, The Netherlands
Best IT and Digital Experience Site	BlueKey Digital Agency Website	https://www.bluekeyinc.com	BlueKey, Inc. , Charleston
Best NGO Site	Australian Red Cross	https://www.redcross.org.au/	Zeroseven , Brisbane
Best Tourism, Hospitality, and Entertainment Site	Venture Taranaki	www.taranaki.info	Kudos Web Ltd. , Auckland
SPECIAL CATEGORIES			
Best Kentico Cloud Implementation	American Gods	http://omgamericangods.com/	Syndicut , Oxfordshire UK
Best Graphic Design	SteviaSweet	www.mysteviasweet.ch	Futurecom Interactive , Zurich
Best Customer Success	Gowling WLG Careers	https://www.gowlingwlgcareers.co.uk/	MMT Digital , London
Best Integration	Melbourne Airport	https://www.melbourneairport.com.au	Get Started , Melbourne
Best Kentico Online Marketing Implementation	Compeer Financial	http://compeer.com/	The Nertery , Minneapolis
Best Migration	Cervus Equipment	https://www.cervusequipment.com/	e-cubed media synthesis , Burnaby, BC
Largest Site	The Australian Institute of Health and Welfare	https://www.aihw.gov.au/	Zeroseven , Brisbane

About Baking Mad

Baking Mad is the trusted destination for bakers of all levels to learn, be inspired, and share their enthusiasm for baking with those they love. Home to the best recipes, content, tips, and tools; we bring baking to life in everything we do, so you can do the same in your own home.

We want to create, educate, and inspire you to become the best baker you can be, so we never show you a cake without helping you make it, reveal a product without a recipe, or recommend anything that doesn't make you and your baking better. Our recipes are scrumptious, and like all good things in life are best enjoyed as part of a balanced lifestyle. With that in mind, we create alternative recipe options to suit your needs including; reduced sugar, no-nuts, gluten-free, and many more.

As part of The Silver Spoon Company, a trusted family of baking brands including Silver Spoon Sugar, Allinson Flour, Billington's Sugar, and Nielsen-Massey Vanilla and Flavored Extracts, we only bring you brands we believe will make you a better baker.

About Ridgeway

Ridgeway is a leading London-based digital agency that partners with global brands including HMV, Twinings, and The De Beers Group. We work collaboratively to craft world-class websites that deliver results and exceptional customer experiences. Established in 2010, the 45+ strong team is driven by a desire to analyze, challenge, and validate because the best results come from understanding. Ridgeway is a leading Kentico Gold Partner and has won multiple awards for its work. Further information about Ridgeway's services and client work can be found at www.ridgeway.com.

About Kentico

Kentico Software was launched with one vision in mind—to build exceptional digital platforms that allow clients to connect with their customers, surpass their business goals, and achieve digital marketing and e-commerce success. The product line includes [Kentico EMS](#), the all-in-one CMS, E-commerce, and Online Marketing platform, and [Kentico Cloud](#), the comprehensive cloud-first headless CMS and digital experience platform.

Kentico EMS's rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. The all-in-one platform combines a full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration. Kentico EMS allows you to manage contacts and campaigns, track the customer journey, provide global e-commerce functionality, and measure and analyze the results to create and manage customer experiences easily in a dynamic business environment.

Kentico Cloud is the cloud-first headless CMS and digital experience platform. Users can manage structured content for multichannel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience.

Kentico has 1,000 digital solution partners and powers 25,000 websites across 100 countries. Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Segway, and Allergan.

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