



WORLD CUSTARD PIE CHAMPIONSHIP

6th September 2025

Coxheath Village Hall



2024 Champions
The Lord Baden-Pies



Welcome

We are delighted to welcome you to the 2025 World Custard Pie Championship. Started in 1967 to raise funds for community facilities for the new Parish of Coxheath that was created in 1964. The event is free for spectators but any donations you give will go towards this year's chosen local charities, so please find one of our volunteers and give generously! We hope you have an enjoyable day and enjoy watching this unique, messy and hilarious competition!

Don't forget to follow us and tag us in your photos and video's!



World Custard Pie Championship

11:00 - Stalls Open

12:00 - Grand Opening!

- Old School Samba parade, followed by opening by the Mayor. Registration open for Teams, Children's Wet Sponge Competition & Tug of War

12:20 - Tug of war

13:15 - Children's Wet Sponge Competition

- READY STEADY SPONGE!

14:00 - Bacon Butty Brigade Performance

14:05 - THE WORLD CUSTARD PIE CHAMPIONSHIP

- Team parade led by Old School Samba

14:15 - Live Draw

14:25 - READY STEADY PIE!

- World Custard Pie Championship rounds played followed by awards presentation

(All timings are approximate)

theworldcustardpiechampionship.co.uk



Charities & Supporters

Every year, the World Custard Pie Championship pick a number of local charities to donate too. This year's chosen charities include:

Heart of Kent Hospice

hokh.org

Coxheath Pre School

coxheathpreschool.co.uk

Coxheath Scout Group

coxheathscoutgroup.org.uk

If you know of a local charity that you'd like to nominate for next years event, please speak to one of the committee members on the day or email us - custardpiechampionship@gmail.com

A huge thank you to our flour suppliers Wrights, our independent judges from Azets, and Firmin for supporting the event.



AZETS



FIRMIN





Children's Wet Sponge Competition

The Children's Wet Sponge Competition can be entered by anyone 16 or under. All contestants will need to register to take part.

The contestant scoring the most points will be declared the winner.

The Rules

- 4 human targets will sit 2 meters from the throwing line.
- Each contestant will have 5 sponges to throw.
- Sponges to be thrown with the left hand only
- Contestants to commence throwing on the order "READY STEADY SPONGE!"
- Points will be awarded for direct hits and near misses as follows.
 - 6 points for a direct hit (must hit squarely in the face)
 - 3 points for near miss (must be shoulder height upwards)
 - 1 point for the sponge hitting any other part of the body.
 - Two consecutive misses and the contestant forfeits 1 point.



Competition Rules

- Each contestant should be 8ft 3¼in from the target. Inspected and approved by an official expert as the correct throwing distance.
- Pies should measure no more than 26cm in diameter or 2.47cm in depth.
- Pies can only be thrown with the left hand.
- Pies should be held flat on the palm of the hand.
- The pies should not be raised above shoulder height.
- Points will be awarded for direct hits and near misses as follows.
 - 6 points for a direct hit (must hit squarely in the face)
 - 3 points for near miss (must be shoulder height upwards)
 - 1 point for the pie hitting any other part of the body.
 - Two consecutive misses and the team forfeits 1 point.
- On no account must any team member be in possession of more than 3 pies.
- Targets may avoid pies but should not move more than one step in any direction or a distance greater than 3ft 2in.
- At no time should any pie be a greater distance from the ground than that previously agreed with the judge. Account will be taken of wind velocity, danger to onlookers and the general fitness of the contestants to cope with pies flying at high speeds.



Competition Rules

- No compensations can be awarded to any onlooker who is either deliberately or accidentally daubed with a quantity of pie filling, unless this should exceed the average quantity of custard eaten per head in the year 1987.
- Teams drawn to compete against each other will act as their own human targets.
- Judges well versed in the art of custard pie throwing will award points for direct hits etc as in rule 6, and for the most amusing and original method of attack.
- Special marks will be awarded by the judges for dress, maximum 6 points when the team's parade for the championship.
- Must be in fancy dress.
- The organisers may restrict the right arm, above the elbow, to prevent defensive action against a direct hit.

Number of pies per round:

Round 1 & 2: 5 pies each (20 total)

Semi Final: 7 pies each (28 total)

Final: 10 pies each (40 total)