Dear

Lexicographers of the Oxford University Press,

This Christmas, there's only one wish on our list: for Festive Bake to be included in the Oxford English Dictionary.

For 17 years, the nation has been talking about it in newspapers, on the radio, in recipe blogs and all-over social media. We've gathered the evidence and sent you 30 pages of it. (Sorry. We got carried away.)

We even asked the nation. More than two-thirds of Brits say it deserves its place, and younger Brits, the future generation of word users, are even more certain.

Not to mention, a real former dictionary editor agrees with us too.

So, you've let in Big Mac and you even let in pumpkin spice latte.
So now we're asking you to find a place for Festive Bake. We've even written you a suggested definition:

> ***Festive Bake (n.):*** *A popular seasonal pastry typically containing chicken and festive ingredients, invented and sold by UK retailer Greggs, its eagerly anticipated annual return has become a cultural touchstone and is widely regarded as marking the beginning of the Christmas season.*

We know picking words is hungry work, so we'd be delighted to send a batch of Festive Bakes to your office. It's not a bribe. Call it research material.

There's a spot going just after festive. We think it'd look rather nice there.

Yours flakily,

Greggs

