



PRESS RELEASE

Great Taste Small Artisan Producer of the Year award presented to The Artisan Kitchen

The **Great Taste Small Artisan Producer of the Year Award** has been presented to The Artisan Kitchen of Gloucester for its **Blaisdon Red Plum Jam**. The award, presented to a producer who is at an early stage of their business, or a 'one-man-band', was created to encourage new artisans. With more than a trophy, the award also presents real value to its winner as it includes within the prize advice, support and mentoring from relevant professionals and an already established and successful food producer.

Products from The Artisan Kitchen are made by hand "in small batches in a big copper pot bubbling away at the heart of a small Gloucester kitchen". The flavour of The Artisan Kitchen's Blaisdon Red Plum Jam was described by Great Taste judges in glowing terms. Food journalist and author Xanthe Clay declared "what this jam needs is a Victoria Sponge" while Frances Quinn, winner of last year's Great British Bake-off commented "this would be perfect on a good scone". One judge simply said "this flies the flag for doing things really, really well".

The award was presented in front of over 300 guests from the world of fine food at the Great Taste Golden Forks Dinner in London on September 8th.

The Artisan Kitchen 07779 998 129 www.theartisankitchen.co.uk

The Small Artisan producer of the Year award was sponsored by Selfridges.

What is Great Taste?

Great Taste is all about taste. It is not about packaging or smart design. Judges are simply presented with food or drink to taste and they provide valuable feedback to thousands of producers each year. For a producer to win a Great Taste 1-star award is a great achievement, to win 2-stars means that many judges have been bowled over by the product, and to win a 3-star Great Taste award is comparable to a chef winning a Michelin star. It simply is seen in the world of fine food as a hallmark of taste, quality and excellence.

Great Taste, founded in 1994 and organised by The Guild of Fine Food, has judged over 90,000 products in the last 20 years; each one has been blind-tasted by a team of judges who are dedicated to finding the most exquisite tasting food and drink. Judges include top restaurateurs, chefs, food critics, fine food retailers, buyers, food writers and the winners of competitions including British Chef of the Year, Masterchef and Great British Bake Off.

Great Taste 2014 facts

- 10,000 different products entered (Great Taste entry is capped at 10,000)
- Over 400 professional judges who search for the “wow” foods
- Weeks of judging in Ireland, Hampshire, Devon, Yorkshire and Dorset
- 3,381 products awarded 1-,2-, 3-star awards
- 153 products presented with the top 3-Star Great Taste 2014
- List of Top 50 Foods
- NINE Golden Fork Awards for Best Regional Speciality
- ONE Supreme Champion

What do Great Taste judges look for?

They look for great texture and appearance. They judge the quality of ingredients and how well the maker has put the food or drink together. But above all, they look for truly great taste. Working in small teams, experts taste 25 foods in each sitting, discussing each product as a coordinating food writer transcribes their comments directly onto the Great Taste website which producers access after judging is completed. Over the years, numerous food businesses, start-ups and well established producers have been advised how to modify their foods and have subsequently gone on to achieve star status. Any food that a judging team believes is worthy of a star is judged by at least two further teams. Only when there is a consensus will a star be awarded. For 3-stars, every single judge attending the session, which can be as many as 40 experts must unanimously agree the food delivers that indescribable ‘wow’ factor.

★★★ EXQUISITE. WOW! TASTE THAT ★★ OUTSTANDING ★ SIMPLY DELICIOUS

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