

Deli & Farm Shop Signature Dish

It's official – Yellow Door Deli makes great tasting soup!

Simon Dougan from the Yellow Door Deli in Bleary, Craigavon, is celebrating for a second year running as the winner of the Deli & Farm Shop Signature Dish award in Great Taste 2014.

A suitably local dish of Strangford Prawn, Leek and Comber Potato Soup won the judges' praise as they tasted and deliberated back in August when Simon travelled to the Headquarters of the Guild of Fine Food in Dorset to cook and serve up the soup to a panel of expert judges. It was at the Great Taste Golden Forks dinner in London on September 8th that Simon Dougan found out his dish was the winner.

“Our judges tasted some wonderful dishes but Simon's stood out as a real dish of local flavours. It was a joy to eat the soup and our judges were completely in agreement that it was a dish worth celebrating. It is a perfect dish to serve in a deli or farm shop and our judges commented that Simon clearly understood every facet of his dish, with impeccable sourcing and wealth of knowledge about the ingredients,” said John Farrand, MD of the Guild of Fine Food, organisers of Great Taste.

Simon chose Stangford Lough prawns, leeks and Comber potatoes, which have PGI status, to reflect the food culture of Northern Ireland – each has its own story to tell and so the dish was considered much more than a bowl of soup by judges who commented “The soup was humble and unpretentious, beautifully presented. An incredible punch of flavours at all levels.”

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The runner-up was a Devon Cream Tea made by Bumble & Bee Tearooms and Kitchens in Exmouth, Devon and in third place was Quails Hanger Steak with Chimichurri and Roasted Beet Puree from Quails Fine Foods of Banbridge, County Down.

The Deli & Farm Shop Signature Dish was sponsored by *Fine Food Digest*.

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.