

## Great Taste 2015: Open for Entry

It's time to reach for the stars as Great Taste opens for entry.

Great Taste, the world's most coveted fine food and drink awards, which champions the very best in the industry, is now open for entry. Organised by the Guild of Fine Food and judged by hundreds of food experts, including chefs, buyers, retailers, restaurateurs, food critics and writers, Great Taste has blind-tasted over 90,000 products in the 21 years that it has been running. The unmistakable gold and black Great Taste logo with stars is a recognised stamp of excellence among retailers and consumers alike.

Members of the Guild of Fine Food will have exclusive access to submit their entries at a discounted rate during 'Members' Fortnight', which runs from Monday 19 January to Sunday 1 February. Entry opens to all other food producers who supply the independent retail sector, large and small, on Monday 2 February and will close on Friday 27 February. Product entries are capped at 10,000 and the rigorous judging process to find the stars of 2015 will commence in March, with the results being announced during the summer.

Whether the product receives a 1-star, 2-star or 3-star accolade, Great Taste stars are highly respected seals of approval, bringing significant benefits to food and drink producers, including increased sales and brand awareness through the extensive consumer and trade promotion carried out by the Guild of Fine Food. What's more, every entrant receives comments from the panel of expert judges, providing highly valuable feedback for market research and product refinement purposes.

"The Great Taste logo is an established and trusted mark; for producers it reflects their hard work and commitment to making superb tasting food and drink, and for consumers it is a recognisable, simple and clear logo that confirms they are buying the most outstanding products on the shelf," explains John Farrand, managing director of the Guild of Fine Food and Great Taste organiser.

Last year's Great Taste Supreme Champion was Snowflake Luxury Gelato's Raspberry Sorbetto, made in London. Asad Khan from Snowflake Luxury Gelato, says; "Winning Supreme Champion has been a game changer for the business. It has allowed us to accelerate our growth plans and look into acquiring an additional production facility to meet the demands we have had since our Great Taste achievement. We have watched our sales go up in-store and it has been a very busy period for us."