

Great Taste 2015 Wales results announced

PRESS RELEASE

Wales results for 2015 available

Welsh innovation praised by Great Taste judges

Great Taste, the world's most coveted blind-tasted food awards, has reached an exciting stage for many producers in Wales. Following 10,000 products being judged, the results have just been released and show that among the 130 products to be awarded a Great Taste 3-star accolade in 2015 are 10 innovative Welsh winners, including; a "rich and creamy" mascarpone and caramelised fig ice cream with "a nice fig flavour" by Forte's Ice Cream, a traditional Haggis from A. J. Pugh Butchers, which was described as being "well ground and having a nice balance of offal", and a homemade "vibrant and fresh" Honey Marmalade by Coles Family Brewers, which really wowed the judging panel with its "marvellous combination" of flavours.

With the Welsh Government's plans to sustainably grow the food and drink sector by 30% over the next five years and a bounty of Welsh products previously awarded Great Taste stars in 2014, this year Rebecca Evans, Deputy Minister for Farming and Food, invited the Guild of Fine Food to hold judging sessions for Welsh products at St David's Hotel, Cardiff. The Great Taste roadshow took place during the first week of June and regular Great Taste judges, including food and cookery features writer for the Telegraph Weekend, Xanthe Clay, and esteemed food critic, Charles Campion, judged many of the 491 Welsh product entries.

While these producers revel in this tremendous success and begin displaying the unmistakable gold and black Great Taste logo with stars on their award-winning products, they will wait with much anticipation to see if they also scoop the top awards for their region. These awards will be announced at the Great Taste Golden Fork Awards Dinner in London on Monday 7 September.

Recognised as a stamp of excellence among consumers and retailers alike, Great Taste values taste above all else, with branding and packaging ignored. Whether it is cheese, ale, steak or chutney being judged, all products are removed from their wrapper, jar or bottle before being tasted. The judges then savour, confer and re-taste to decide which products are worthy of a 1-, 2- or 3-star award.

Judged by over 400 of the most demanding palates, belonging to food critics, chefs, restaurateurs, cooks, producers and a host of food writers and journalists, Great Taste is widely acknowledged as the most respected food accreditation scheme for artisan and speciality food producers. In the words of highly regarded restaurant and food critic Charles Campion, "Great Taste is the only food award worth having".

The panel of judges, including; Masterchef judge and restaurant critic Charles Campion, TV presenter & cook, Aggie Mackenzie, Great British Bake Off winner, Frances Quinn, Masterchef the Professionals finalist, Adam Handling, food buyers from Harrods, Selfridges, Waitrose and Marks & Spencer, and chefs including James Golding, Chef Director of The Pig hotel group, have together re-judged the 3-star



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winners to agree on the Top 50 Foods, the Golden Fork Trophy winners and the Great Taste Supreme Champion for 2015.