



Great Taste Shop of the Year goes to Ludlow Food Centre

The Great Taste awards celebrates the very best in food and drink. The Great Taste Shop of the Year award has been presented to Ludlow Food Centre in Shropshire. This award, which recognises excellence in food retailing, is voted for by the Great Taste award-winners themselves, who nominate the shop that they feel most deserves to be recognised for its professionalism, knowledge and dedication to the independent food sector. A short list of 10 shops are then visited by the Guild of Fine Food's panel of retail experts.

The coveted award was presented by Simon Burdess, vice president of food and beverages from Indigo Hotel Group, to Edward Berry, managing director of Ludlow Food Centre. The announcement was made in front of over 300 guests from the world of fine food at the Great Taste Golden Forks Dinner held on Monday 7 September at The Royal Garden Hotel in Kensington, London.

Set up in 2007, Ludlow Food Centre, which employs 80 staff and produces half of the items on sale at the premises, strives to offer the very best fresh, local and seasonal produce. This certainly shone through as the judges were impressed with the “clearly very, very local” produce throughout the shop, as well as the fact that so much on offer is made on the premises. Praise was also heaped upon the various dedicated food departments, including a butcher, a baker and even an ice cream maker, which “present a wonderful insight into artisan food production.”

The staff's knowledge, customer engagement and “creative selling”, particularly on the cheese and butcher's counters, were also commended by judges, as was the natural and interesting flow of the shop, which was described as having “clean lines, with attractive island-themed gondoliers”.

The Great Taste Shop of the Year award was sponsored by Indigo Hotel Group and the runners up were Macknade Fine Foods in Faversham, Kent, and Whole Foods Market, Kensington.