



GREAT TASTE BOOK IS THE MOST COMPREHENSIVE GUIDE TO THE BEST TASTING, FASTEST SELLING FOOD & DRINK THIS YEAR

Read by over 150,000 trade buyers and consumers

55,000 copies printed and distributed through trade and consumer titles

94,000 copies digitally distributed

A further potential 20,000 copies printed for Great Taste markets

The Great Taste logo is recognised and trusted by both consumers and buyers alike

TRADE

- A definitive list of accredited food & drink listings
- The best tasting food listed in one publication
- Retail buyers eagerly await Great Taste Book each year
- Press and food writers use Great Taste Book for research
- Chefs, bars and restaurants source ingredients through Great Taste Book
- Distributors use it as a buying tool

TRADE DISTRIBUTION

- Distributed in print to 5.5k major food halls, delis & farm shop owners through *Fine Food Digest*
- Distributed digitally on the Guild of Fine Food newsletters
- Distributed digitally through Montgomery (organisers of Speciality and Fine Food Fair, London)
- Distributed in print to 15k through a Great Taste promotion
- Distributed in print to 12.5k through food producers



- Products are trusted and recognised in Great Taste Book
- A consumer guide to quality food and drink

CONSUMER DISTRIBUTION

- Distributed in print to 10k paid subscribers through Olive magazine
- Distributed in print to 12k paid subscribers through BBC Good Food magazine
- 25k distributed digitally through delicious. magazine



- Products displaying the logo help increase sales by 20%
- Recognised by retail buyers
- Searched for by food lovers wanting to discover them

EVENTS

Available free for consumers and trade to pick up at events throughout 2021 that may happen according to government guidelines:

- Farm Shop & Deli Show
- Food Matters Live, London
- Lunch!
- Natural & Organic Europe
- RHS Flower Show Tatton Park
- RHS Flower Show Hampton Court Palace
- RHS Flower Show Chatsworth
- Speciality & Fine Food Fair
- Scotland's Speciality Food Show
- Spirit of Christmas Fair
- Taste of London, Festive
- The Source Food & Drink
- Universal Cookery Show
- Bord Bia, Ireland
- Taste of Dublin
- Scotland Food & Drink
- Invest Northern Ireland
- Welsh Food and Drink

GREAT TASTE AWARENESS

- Food & Drink products awarded a Great Taste 1-star, 2-star or 3-star rating are:
- Considered the best example of their type
- A symbol of quality



CONSUMERS

- A definitive guide to award-winning food & drink to look out for
- Details of where you can buy award winners
- How to use each product

SOCIAL MEDIA



26.8K



16.9k



12,042

followers, 8562 likes



581

subscribers

DORSET

WASABI MUSTARD ★★★
THE WASABI COMPANY

www.thewasabicompany.co.uk

WHAT IS IT? An original mustard recipe combined with fresh wasabi grown on our Dorset and Hampshire farms.

WHAT CAN I DO WITH IT? It's delicious in sandwiches, and with beef, pâté or cheese. Use in salad dressings and sauces for an original flavour.

WHERE CAN I GET IT? Internationally, Nationally, Regionally, Locally, Online

OTHER GREAT TASTE AWARDS (2019):
Vegan Sudachi Kombu Ponzu ★★★ Yuzu Mustard ★★
Wasabi Mayonnaise ★



GLOUCESTERSHIRE



DAVID'S CHILLI OIL MEDIUM ★★

DAVID'S CHILLI OIL

www.davidschillioil.com

WHAT IS IT? An intensely flavoured and complex chilli oil with subtle fruity, aromatic and smoky notes.

WHAT CAN I DO WITH IT? Use it as a dressing for plated food or try adding it to your cooking and marinades.

WHERE CAN I GET IT? Nationally, Regionally, Locally, Online

OTHER GREAT TASTE AWARDS (2019):
David's Chilli Oil Hot ★

DOUGLAS-FIR DISTILLED GIN ★★★ 1
TWISTING SPIRITS

www.twistingspirits.co.uk 3

WHAT IS IT? A distinctive twist on the classic London Dry Gin with cold distilled Douglas Fir. It is aromatic, smooth and herbaceous.

5 **WHAT CAN I DO WITH IT?** Enjoy it as a G&T or twist it up by adding grapefruit soda and fresh lime juice to make a Twisted Paloma.

WHERE CAN I GET IT? Nationally, Regionally, Locally, Online 6

4 **OTHER GREAT TASTE AWARDS (2019):**
Earl Grey Distilled Gin ★



SOMERSET

ELDERFLOWER & ROSE ★★
LOVELY DRINKS

www.lovelydrinks.co.uk

WHAT IS IT? A true taste of English summer, this deliciously floral and aromatic drink is made with handpicked roses and wild elderflower petals.

WHAT CAN I DO WITH IT? Blend it with Pimm's, lemonade, and plenty of cucumber. It also mixes well with craft gin or even an English sparkling wine.

WHERE CAN I GET IT? Internationally, Nationally, Regionally, Locally, Online

OTHER GREAT TASTE AWARDS (2019):
Indian Tonic Water ★ Dandelion & Burdock ★



PERRY'S VINTAGE CIDER ★★

PERRY'S CIDER

www.perryscider.co.uk

WHAT IS IT? A modern take on barrel-aged ciders, fermented using champagne yeasts and aged in wooden barrels.

WHAT CAN I DO WITH IT? It's great served chilled by itself or paired with rich meat dishes and West Country cheeses.

WHERE CAN I GET IT? Nationally, Regionally, Locally, Online

OTHER GREAT TASTE AWARDS (2019):

Redstreak - Single Variety ★ Grey Heron - Single Orchard Cider ★

TRADITIONAL VEGAN CHRISTMAS PUDDING ★★

PLUM DUFF & STUFF

www.plumduffandstuff.co.uk

WHAT IS IT? This moreish, handmade Christmas pudding is well balanced with a light texture and luscious mouthfeel.

WHAT CAN I DO WITH IT? If you have any leftover pudding from Christmas day, it is delicious fried or eaten cold the next day.

WHERE CAN I GET IT? Locally, Online



REACH OVER 150,000 SAVVY FOOD SHOPPERS FOR AS LITTLE AS £475

- 1 Each entry in Great Taste Book will be listed by **product** and is given a 1/3 of a page coverage
- 2 A full colour image of your award-winning product dominates each entry, making it easily identifiable
- 3 Your company website is included
- 4 List up to three other 2020 Great Taste award-winning products
- 5 Most importantly, you can tell the world what your product is and how to use it
- 6 Shoppers want to know where they can buy Great Taste products, and we have introduced an easy to follow guide on where each award-winner can be bought

On publication, we will send you one box of books to distribute to your favourite customers or to take with you to events.

NB: We are unable to publish every Great Taste award-winner in this year's book. To guarantee your listing in Great Taste Book 2020-21 please contact us as soon as possible to avoid disappointment. Limited spaces available.

GREAT TASTE IS A TRUSTED INDICATOR FOR THE BEST-TASTING FOOD & DRINK. WHEN SOURCING NEW PRODUCTS, I LOOK FOR PRODUCTS THAT HAVE GONE THROUGH THE RIGOROUS JUDGING PROCESS, AND HAVE UTMOST CONFIDENCE IN THAT LITTLE BLACK AND GOLD LOGO.

Adrian Boswell, Buyer Selfridges Food Hall

RATE CARD

	GFF members	Non members
1/3 page product focus	£475	£495
Outside back cover	£2500	£2750
Inside front cover	£2050	£2300
Inside back cover	£2050	£2300
Full page	£1750	£1950

All prices subject to VAT

Call us today to guarantee your place in

Great Taste Book 2020-21

TO DISCUSS SPECIAL PACKAGES IN GREAT TASTE BOOK, FINE FOOD DIGEST AND GREAT TASTE MARKETS PLEASE CALL THE SALES TEAM ON ++44 (0)1747 825200