

# A POTTED HISTORY OF GREAT TASTE

**1988** – the forerunner to the Great Taste awards was the World Cheese Awards, first launched in 1988. An idea was born that fine food should be tasted and benchmarked by balanced teams of expert judges.

**1992** – the World Cheese Awards formed part of the BBC Good Food Show in Birmingham; it was clear there was a growing interest in a higher quality of food.

**1993** – no more than 1400 independent fine food shops were left. Speciality food and drink in the UK, along with the shops that sold it, were disappearing fast.

**1993/4** – several interested parties in the fine food industry funded the creation of the Guild of Fine Food and along with it, the Great Taste awards. The concept was simple: retailers and producers needed to work together in order to convince consumers that high quality, great tasting food is mostly prepared in small batches by dedicated producers using fresh, honest ingredients.

**1994** – the first Great Taste awards were judged; less than 100 foods in five different classes took 12 experts no more than three hours. Great Taste was born.

**1996** – Two years later, entries topped 300.



great  
taste<sup>®</sup>  
2017

The logo is a black circle with a gold border, containing the text 'great taste' in white lowercase letters, with a registered trademark symbol, and '2017' below it. The background of the entire page is a repeating pattern of various food items like salmon, broccoli, bread, and cheese.

**1998** – the judging took all morning; involved 30 experts, 500 products and class sizes were beginning to reach unmanageable proportions. Tony Howard of legendary Northallerton grocers, Lewis & Cooper claimed several internal organs to be ‘a little disturbed’ following the tasting of 30 extra virgin olive oils.

**1999** – entries topped 1,000 for the first time. One judge spent the night in a local hospital with an acute digestive upset following the tasting of 35 pickles.

**2000** – the 1,500 products entered were for the last time, judged in a single day.

**2001** – Great Taste judging took an entire week at the Westminster Kingsway Catering College in London where our chef shared the kitchen with an aspiring young TV chef called Jamie Oliver.

**SINCE 2001** Great Taste judging has taken place in London, Dublin, Belfast, Cardiff and many other specialist facilities for judging tea, coffee, etc.

**2013** – the Guild of Fine Food moved to premises in Gillingham, Dorset and a new purpose built judging room and kitchen was created to host Great Taste judging.

**2014** – a cap of 10,000 entries was established by Great Taste, 400 judges including chefs, food buyers, journalists, hoteliers, restaurateurs and retailers spent 50 days blind-tasting and providing feedback on every single product entered.

**2017** – a new cap of 12,500 introduced and the opening of a new London venue. 60 days of judging and up to 50 new judges making a total judging panel of 500+

The logo is a dark circular emblem with a gold border. Inside the circle, the words "great" and "taste" are written in a white, lowercase, sans-serif font, with "taste" being significantly larger and bolder. A registered trademark symbol (®) is positioned to the upper right of "taste". Below the main text, the year "2017" is written in a smaller, white, sans-serif font. The background of the entire page is a vibrant green, decorated with a repeating pattern of various food and drink items including salmon, broccoli, coffee cups, wine bottles, and jars of jam.

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