

Since 1994 the Guild of Fine Food has been discovering exceptional food and drink through Great Taste. Success in this accreditation scheme has proven to raise producer profiles and increase sales. More than 110,000 products have been put through this robust judging process. Each one fastidiously blind-tasted by selected chefs, buyers, fine food retailers, restaurateurs, food critics and writer throughout 50 judging days.

**"I THOROUGHLY ENJOYED JUDGING AT THE GREAT TASTE AWARDS YESTERDAY, THE PROCESS WAS EXTREMELY EFFICIENT, FAIR, CONSTRUCTIVE AND INFORMATIVE. EACH PRODUCT IS GIVEN THE TRUE JUSTICE IT DESERVES AND IT IS REASSURING TO KNOW HOW MUCH DISCUSSION CAN ARISE OVER A SIMPLE SAUSAGE."**

Fiona Moore, Dunnes Stores, Ireland

**"TODAY WE HAD A VISIT FROM TWO BUYERS FROM HANKYU DEPARTMENT STORE IN TOKYO, THEY ASKED FOR THE GREAT TASTE LOGO TO BE ON THE BOTTLE LABELS, THIS WAS VERY IMPORTANT TO THEM, GREAT TASTE HAS HELPED US TO STAND OUT AND CAUGHT THEIR ATTENTION, THIS WILL BE OUR FIRST EXPORT, GREAT TASTE AND APPLE COUNTY ARE GOING TO JAPAN"**

Steph Culpin, Apple County Cider, Wales

Great Taste stands apart from all other food award schemes. It is very straightforward to enter and the cost of entry is kept to a minimum to allow small artisan producers from across the globe to take part. Producers receive feedback on every single product judged, which gives valuable information to aid future product development, as well as market research. Great Taste exists to support and promote producers large and small, who want to supply the UK independent retail sector and overseas stores selling fine food.

Great Taste encourages confidence and commercial success for small business, generating greater awareness for products locally, regionally, nationally and internationally.

# GREAT TASTE REALLY IS THE ONLY AWARD WORTH HAVING

Charles Campion, food writer & critic



## WHY ENTER GREAT TASTE?

Winning one, two or a coveted 3-star Great Taste award will ensure your food or drink stands out on the overcrowded retail shelves. The Great Taste logo steers trade buyers wanting to stock their shelves with great tasting products and gives consumers confidence when making a choice of purchase.

**“WINNING A GREAT TASTE AWARD HAS GIVEN US CONFIDENCE TO PUSH SALES, DOORS HAVE OPENED BECAUSE OF GREAT TASTE, AND IT’S CLEAR TO SEE THAT SOME OF THE 57% INCREASE IN SALES FROM 2014-15 IS A DIRECT RESULT OF GREAT TASTE.”**

Katherine Manning,  
Marybelle Dairy, Suffolk

**“GREAT TASTE IS A GENUINE CELEBRATION OF TALENTED FOOD PRODUCERS. MANY OF THE PRODUCTS WE STOCK HAVE BEEN INTRODUCED TO US THROUGH GREAT TASTE. THE LOGO COMMUNICATES THAT THE PRODUCT IS THE VERY BEST IN ITS FIELD.”**

Bruce Langlands, Director Food & Restaurants, Selfridges, London

“Here at the Guild we’ve been developing yet more benefits for winners. We’re particularly excited about QVC and The Seed Fund. Both initiatives help support small businesses and increase sales, which further proves that Great Taste does real business too.”

### John Farrand

Managing director, Guild of Fine Food,  
organisers of Great Taste



**“IN 2012 THE ULTIMATE FOOD ACCOLADE, WINNING GREAT TASTE SUPREME CHAMPION, WAS BESTOWED UPON US, AND OUR LIVES WERE CHANGED FOREVER. WORDS CANNOT DESCRIBE THE PROMINENCE ASSOCIATED WITH THIS COVETED TITLE. OUR BUSINESS TOOK ON A NEW LIFE, NEVER FOR A MOMENT DID WE ANTICIPATE THAT THIS COULD HAPPEN AGAIN.”**



Peter Hannan, Hannan Meats, Northern Ireland  
Great Taste Supreme Champion 2012 & 2016

## HOW DOES MY BUSINESS BENEFIT FROM WINNING A GREAT TASTE STAR-RATING?

- Unbiased evaluation and confidential feedback on every single product judged
- Trade buyers & consumers both know and trust the Great Taste logo
- Increase in sales revenue and awareness of your product
- The Seed Fund – unique opportunity for producers to benefit from business mentoring delivered by experts to help develop your product and grow your business
- QVC UK Shopping Channel – opportunity to showcase your winning product via a 2-hour long Great Taste show to be broadcast in September 2017
- Great Taste Book – opportunity to feature your award-winning product in the who’s who of Great Taste winners. 250k copies printed annually and distributed nationally and internationally over 12-months
- Free listing on greattasteawards.co.uk (35,000\* unique monthly visitors) with your star-rating and weblink to your own website
- Buyers use the Great Taste Book & website as a directory when sourcing new lines
- Tasting opportunities and free product listing in Great Taste Deli at Speciality & Fine Food Fair, London
- Great Taste Markets – winning producers can book a pitch at exclusive events across the UK, including Car Fest, Goodwood Festival of Racing, RHS Flower Shows & BBC Good Food Shows
- Supreme Champion and Small Artisan Producer of the year winners receive complimentary stands at Speciality & Fine Food Fair
- PR support – downloadable PR pack for winners to help promote your award
- Press Coverage – national and regional press campaign. In 2016 coverage included one billion\*\* opportunities to see, including national radio, TV ads and print
- Social media opportunities reaching 25k+ followers through Twitter, Facebook and Instagram\*\*\*  
#greattasteawards #ISpyGreatTaste

Source: (Jan 2017)

\*Google Analytics for greattasteawards.co.uk & gff.co.uk

\*\*FGPR: 1,403,001,858 PR opportunities to see.

\*\*\* Twitter: 19,440, Facebook: 3,867 Instagram: 2,257

## COST OF ENTRY (ALL +VAT)

	Members’ Fortnight* (18-31 Jan)	General Entry (1 Feb)
Turnover less than £1 million:	£35 per product	£55 per product
Turnover more than £1 million:	£45 per product	£85 per product
Supermarket own-label products:		£225 per product

### \*Important

Guild members must have a valid membership up until **31 January 2017** to qualify for Members’ Fortnight