

A POTTED HISTORY OF GREAT TASTE

1993

Less than 1400 independent fine food shops are left in UK. Speciality food and drink, along with the shops that sold it, are disappearing fast. Several individuals from the fine food industry fund the creation of the Guild of Fine Food and, along with it, Great Taste awards. The concept is simple: retailers and producers need to work together in order to convince consumers that high quality, great tasting food is mostly prepared in small batches by dedicated makers using fresh, honest ingredients.

1994

Great Taste is born. Judging takes place for the first Great Taste awards; less than a hundred foods in five different classes take twelve experts no more than three hours to blind taste.

1998

Judging takes all morning, involving thirty experts and over five hundred products. Class sizes begin to reach unmanageable proportions.

1999

Entries top 1000 for the first time.

2000

Every product is judged on a single day for the last time – all 1500 of them..

2001

Great Taste takes an entire week to judge at the Westminster Kingsway Catering College, London. Our chef shares the kitchen with an aspiring young TV chef called Jamie Oliver.

2002–2012

Great Taste continues to expand, and judging takes place in Dorset, London, Dublin, Belfast, Cardiff, Harrogate & Tipperary. Consumers begin to recognise the black and gold logo on jars, packets, bottles and bags. Major retailers and companies associated with the fine food world come on board as sponsors and supporters.

2013

A purpose-built judging facility, including a kitchen and warehouse, opens in Gillingham, Dorset.

2014

For the first time, an entry cap of 10,000 products is introduced by the Great Taste team to ensure the judging process remains rigorous and robust.

2016

Guild of Fine Food signs the lease on an additional judging facility and office space next door to Borough Market, London's most renowned food and drink market.

2017

A new entry cap of 12,500 products is introduced, and No.42 Southwark Street opens its doors as the Guild of Fine Food's London home.

2018

A record number of 12,634 entries are blind-judged by a panel of over five hundred experts, including chefs, buyers, fine food retailers, restaurateurs, food critics and writers. Judging in both London and Dorset takes over seventy days in total.

2019

The Guild of Fine Food and its sponsors and supporters look forward to celebrating twenty-five years of Great Taste. Cheers!

