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

• Read by over 200k trade buyers & consumers
• 250,000 copies printed & distributed at major food & drink events across the UK and internationally
• 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 of the best listed in one publication
• Retail buyers eagerly await Great Taste book each year
• A copy is sent to a named buyer at all major food halls, deli & farm shop owners
• 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

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
• Products are trusted and recognised in Great Taste Book
• A consumer guide to quality 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
• Products wearing 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 & trade to pick up at events throughout the year. Examples:
• Farm Shop & Deli Show
• Food Matters Live, London
• House & Garden Festival
• 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
• IFEX, Belfast
• Universal Cookery Show
• Bord Bia, Ireland
• Taste of Dublin
• Scotland Food & Drink
• Invest Northern Ireland

CONTINUED OVER
REACH OVER 250,000 SAVVY FOOD SHOPPERS FOR AS LITTLE AS £475

1. Each entry in Great Taste Book 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 2019 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 two boxes 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 2019-20 please contact us as soon as possible to avoid disappointment. Limited spaces available.

WILL BE SURE TO SPREAD THE LOVE WHEN THE GREAT TASTE RESULTS GO LIVE. I PLAN TO STOCK SOME OF THE AWARD-WINNING INGREDIENTS IN THE RESTAURANT AND WILL BE USING THEM IN MY DISHES

Kenny Tutt, BBC MasterChef Winner 2018
Owner Pitch Restaurant

RATE CARD

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All prices subject to VAT
Call us today to guarantee your place in Great Taste Book 2019/20

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