



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

WEST YORKSHIRE

DEER HILL ★★
DARK WOODS COFFEE

darkwoodscoffee.co.uk

WHAT IS IT? New for 2018, a directly sourced and hand-roasted coffee blend with a big, chocolatey character.

WHAT CAN I DO WITH IT? The perfect espresso blend, for use in coffee shops and at home. Available as whole beans or ground.

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

OTHER GREAT TASTE AWARDS (2018):

Common Grounds Barrel Aged Coffee ★★★ Crow Tree ★★
Panama La Huella "Cafe de Panama" Natural ★★



WEST YORKSHIRE

YORKSHIRE PARKIN CAKE ★
LOTTIE SHAW'S

lottieshaws.co.uk

WHAT IS IT? Our unique cake is baked using the perfect blend of oatmeal, syrup, black treacle and ginger.

WHAT CAN I DO WITH IT? Serve in winter with caramel sauce, and with strawberries and cream in the summer. Great any day of the year with a pot of tea.

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



ORGANIC ESPRESSO LANDSCAPE BLEND ★★

grumpymule.co.uk

WHAT IS IT? A speciality, seasonal coffee blend that tastes great however you decide to brew it.

WHAT CAN I DO WITH IT? Use these beans either to make your perfect morning caffeine fix or keep you topped up throughout the day.

WHERE CAN I GET IT? Nationally

OTHER GREAT TASTE AWARDS (2018):

Dark Peak Espresso Blend ★ Milestone Espresso Blend ★
Single Origin Guatemala ★



SEEDED MALTHOUSE ★

ROGERS BAKERY

rogersbakery.com

WHAT IS IT? A rustic seeded loaf with an open texture and a slight hint of sourness and nuttiness.

WHAT CAN I DO WITH IT? Makes a wonderful sandwich, excellent with soup and great for toast.

WHERE CAN I GET IT? Locally

OTHER GREAT TASTE AWARDS (2018):

Overnight White Loaf ★

LEODIS DELI BLEND ★★
LEODIS COFFEE

leodiscoffee.co.uk

WHAT IS IT? A perfect all round espresso coffee with a smoky spice flavour and endless smooth chocolate undertones. Medium dark roast, made with 100% Arabica beans from Indonesia, Ethiopia and India.

WHAT CAN I DO WITH IT? Deli Blend is delicious served as an espresso or perfect for milky based drinks.

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



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.

"I 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

	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 2019/20

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