



# GREAT TASTE PRODUCT JOURNEY

## WHAT IS GREAT TASTE?

**DATES** Check opening/closing dates and entry costs on [www.gff.co.uk/gta](http://www.gff.co.uk/gta), including our Members' Fortnight. See deadlines for renewing your membership/signing up in time for Members' Fortnight (see point 2.24 in T&Cs). Please remember there is an entry cap so early action is advised.

**PRODUCTS** Carefully consider your range to select your entries (make sure you check the T&Cs for products that are not permitted for entry) – products must be commercially available (see point 2.10 in T&Cs).

**VENUE** Please remember that the main judging venues are at Guild of Fine Food HQ in Gillingham, Dorset and at the Guild's judging and event venue in London. Please do not assume that your products will be judged at a location closer to your business. You are responsible for arranging the delivery of your product to the judging venue.

## ENTERING YOUR PRODUCTS

**REGISTER** When entry opens everyone should enter online through their company's MyGuild account, which is accessed via the link on [www.gff.co.uk/gta](http://www.gff.co.uk/gta). Also, add [gff.co.uk](http://www.gff.co.uk) to your SAFE SENDERS list to ensure that you receive all correspondence from Great Taste organisers.

**COMPANY DETAILS** If you achieve an award this company name and the product name will appear on certificates and on the results listing online. Please make sure they are correct for the products you are entering. PR companies and Food Groups – please refer to point 2.25 in T&Cs.

**CATEGORIES** Choose the category that best fits your product, each product is judged on its own merit; every single product in the same category could be worthy of an award. You may only enter a product into ONE category. Only enter your product into the relevant free-from category if it is marketed as such.

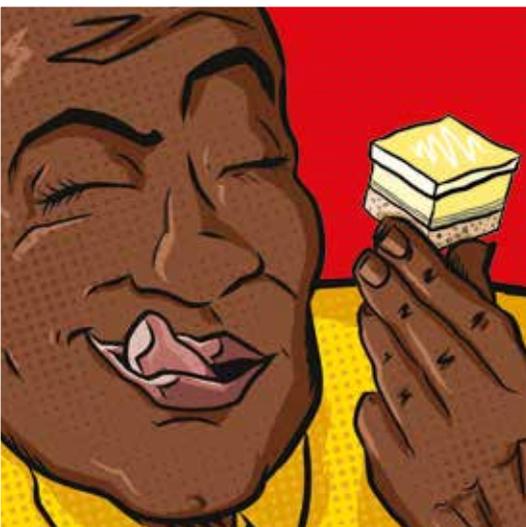
**DESCRIPTION** Everything is blind-tasted so this is the key information the judges will see about your product. Sometimes it may be important to state what it is in the description, especially if it is not a typical example of that kind of product.

**INGREDIENTS** You will be asked to provide a list of the main ingredients and all allergens in each product. The judges may see this so avoid commercially sensitive details.

**PAYMENT** You will be asked for card payment at the end of the online entry process. A receipt will be emailed to you almost instantly. This is the only receipt issued for your entries so please keep hold of it and let us know if you do not receive it as your email address may be incorrect. Your entries are not confirmed until payment is made.

DESCRIPTION...  
KEY INGREDIENTS...  
TRADITIONAL PRODUCTION  
METHODS...  
BREED OF ANIMAL...  
NO BRAND NAMES OR  
MARKETING SPEAK  
PLEASE

**PLEASE READ THIS ALONGSIDE THE TERMS & CONDITIONS**





## DELIVERIES

**ALLOCATION** Your product is allocated a unique entry reference number within its category. This stays with the product throughout the judging process.

**SCHEDULING** Products are scheduled for judging weeks from March-June. You will receive an email when your delivery instructions are ready to download from your MyGuild account. We aim to give 2 weeks' notice. Goods-In delivery days are normally the Friday prior to the judging week (Monday-Thursday).

**PREPARE** Products should be sent in full retail packaging (they will be decanted before judging) with ingredients and allergens listed. Ensure the correct product label with unique entry reference number is affixed to the right product and that the packaging is appropriate for the method of transport. If you are withdrawing a product, please inform the Guild before your delivery date. We will provide guidance on the quantity to send in the delivery instructions.

**OUTER BOX LABEL** Ensure the box label you download is on the outside of the box and the correct storage instructions visible, e.g. Ambient/ Chilled/ Frozen.

**DISPATCH** Arrange to send your products to the specified delivery address in time for the Goods-In date confirmed in your delivery instructions. You can hand-deliver or use post/courier.

**SHELF-LIFE** All products must have a shelf-life of at least 5 days and **MUST** display a 'Use by' date. If your product has a shelf-life of less than 5 days please call the Great Taste team on +44 (0)1747 825200 when you have downloaded your delivery instructions.

## ON ARRIVAL AT THE JUDGING LOCATION

**LOGGED** On arrival at the judging location, the company name is logged and products are checked in by their unique entry reference number. Once your products are checked in the status in your MyGuild account will change to 'Delivered'.

**STORED** Once checked in, products are stored as appropriate until the judging session.

**JUDGED** Products are normally judged within 6 days of arrival at the judging location.

**FEEDBACK** At least 6 experts will taste your product. In small teams of 3-4 per table, the judges taste 20-24 products per session. After discussion and consensus, the coordinator captures the feedback. At least two teams of judges must concur as to the decision of whether stars are awarded or not.

**3-STAR JUDGING** Companies with products that have achieved a Great Taste 3-star are contacted in late June to re-send the product for a second round of judging in early July to find the nominees for the Golden Fork Awards. There is no Top 50 foods list this year.

**RESULTS** These are released in August, once all products have been judged and the feedback checked and prepared for publication. The winners of the Golden Fork Awards are revealed at the Great Taste Golden Fork Awards Dinner.

**HOW DO I GET MY RESULTS AND FEEDBACK?** An email will be sent out to inform you that your results are live on the MyGuild portal. You will be able to log in using the username and password you set up when you entered earlier in the year and read the judges' comments.

