SPONSORSHIP OPPORTUNITIES
ABOUT GUILD OF FINE FOOD

The Guild exists to support and encourage the makers of artisan food and drink producers and the independent delicatessens, farm shops and food halls who stock their produce.

We organise a wide range of activities designed to promote excellence in all sectors of the trade and build closer links between producers and retailers:

• Communication: Fine Food Digest, Best Brands, Good Cheese and their associated supplements are essential reading and the “industry voice” for speciality food retailers and producers.

• Trade organisation: Set up in 1995, the Guild now has over 1,300 members across the UK and Ireland.

• Training: Over 1,000 trade delegates a year come to us to learn everything from the basics of cheese and deli products to the detail of running an independent retail business.

• Awards: Organisers of Great Taste & World Cheese Awards.

• Awards publications: 250,000 copies of Great Taste book are circulated each year at a variety of leading consumer and trade events. It is the ‘bible’ for any fine food buyer.

• Great Taste Markets: take place at high profile consumer events around the country, including RHS Flower Shows, House & Garden and Spirit of Christmas Shows.

• Trade exhibitions: Our flagship show, Fine Food Show North, Harrogate in March each year and brings together producers and buyers from across the UK and beyond.

• Business opportunities: We work with a wide range of people and our network is extensive; we have seen a growth in companies wanting to create real business through networking events that establish relationships between buyer and seller.

• Event space: The Guild’s event space and kitchens in both London and Dorset are available for hire. To date, we’ve helped people with product launches, photography shoots, press dinners, tasting events and training sessions.

A whole lot more information and some entertaining videos can be found at GFF.CO.UK
ABOUT GREAT TASTE

Established in 1994 by the team at the Guild of Fine Food to combat the decrease of fine food shops on our high streets. Great Taste unites independent retailers and fine food producers and convinces consumers that high quality, great tasting food is mostly prepared in small batches by dedicated producers using fresh, honest ingredients.

Fast forward to 2019 and twenty-five years later, Great Taste is the most trusted awards scheme for fine food & drink. It provides unique accreditation and product evaluation, as well as encouragement and mentoring for small to medium sized producers. Over 130k products have been tasted and evaluated.

In 2018 more than 12,500 products were tasted, judged and evaluated by over 500 food & drink experts. Just over one third of these products received an award.

WHY TRUST GREAT TASTE?

TASTE The only food awards to focus on taste above all else
REVIEW Bringing together UK’s top food experts; retailers, chefs, writers, producers and buyers
UNIQUE Written feedback on every single product judged
SUCCESS Marketing figures, PR stats and reports help measure success
TIME EFFECTIVE Affordable new business opportunities
INTEGRITY Robust & rigorous; refined year-on-year
NURTURE Focus on fine food producers & independent retailers
WHAT WILL GREAT TASTE DELIVER FOR YOUR BRAND?

- **Positive association with thousands of food & drink brands**
- **Brand awareness at Great Taste events throughout 2018; consumer & trade**
- **Increased media awareness in national, local and trade press**
- **Extensive digital awareness across all GFF & Great Taste social media platforms**
- **Networking opportunities with high profile fine food chefs, buyers and food writers**

"What an honour to taste so many amazing products. There are a few I’m already addicted to."
Miranda Gore-Brown, Great British Bake-Off finalist, Kenwood development chef and 3-star judge

"To get a sneak peak at the best food available in the UK is a real privilege."
Dhruv Baker, MasterChef winner, charcuterie-maker and 3-star judge

"This has been an extraordinary year. The diversity on our table is simply epic."
Regula Ysewijn, Miss Foodwise blogger, cookery writer, and 3-star judge
WHERE WILL MY BRAND APPEAR?

PRINT MEDIA
Extensive coverage about the awards in national, regional & international consumer & trade press.


TV & RADIO
Great Taste Ambassador Nigel Barden uses Great Taste products for his recipes on BBC London radio. BBC Breakfast TV, The One Show, Sunday Brunch and CountryFile have all aired stories of award-winners.

SOCIAL MEDIA
Regular posts by Guild of Fine Food across our digital platforms.
Twitter: 24,700 followers
Facebook: 6,200 likes
Instagram: 8,600 followers

GREAT TASTE BOOK & MARKETS
Distribution of 250,000 copies of Great Taste Book over 12 months at Great Taste Markets, Food & Drink Shows across the UK and overseas, and through independent retailers.

TRADE EVENTS
Great Taste branding is regularly seen at trade events up and down the country. Fine Food Show North and Speciality Fine Food Fair, Olympia are our two main events.

GOLDEN FORK DINNER
Great Taste’s finale. 350 guests gather for dinner and announcement of the major winners. The top faces in food & drink can be found at the Intercontinental Park Lane Hotel, London at the beginning of September.

GREAT TASTE JUDGING DAYS
Throughout the 70+ days of judging, your logo will appear on Great Taste branded marketing material.
Great Taste brings together the fine food world. They are united in appreciation for exceptional food and drink and huge respect to the makers behind the products.

Some of the faces from Great Taste 2018:

IZY HOSSACK  TOM HERBERT  GIULIA MULÉ  KENNY TUTT  ELLY CURSHEN  TOM HUNT

WILL TORRENT  KAREN BARNES  ZOE ADJONYOH  LUCY CARR ELLISON  JEMIMA JONES  CHARLES CAMPION

"The simple thing about Great Taste is that it’s all about TASTE. The scope of entries is phenomenal, stretching from every nook and cranny of the kitchen. It’s hard to sum up what it’s like to judge all these wonderful things, but generally even the ones that haven’t done so well, are someone’s creation. Food producers are working hard to create something excellent and that we must defend to the hilt. Excellence is important, and this is one of the places you can find it."

Charles Campion
WHAT THE MEDIA SAY

BBC One, The Farmers’ Country Showdown, 11 January 2018

standard.co.uk, 16 January 2018

BBC Radio 2, Simon Mayo Drivetime, 5 April 2018

Olive, May 2018

irishtimes.com, 1 August 2018

telegraph.co.uk, 2 August 2018

independent.ie, 15 August 2018

BBC One, North West Tonight, 20 August 2018

The Times, Weekend, 25 August 2018

delicious., October 2018

Food & Travel, November 2018

Woman & Home Feel Good Food, Winter 2018
Golden Fork for Best Imported Food
Sponsored by
Mount Mayon
Premium Pili Nuts with Ecuadorian Cacao

Nigel Barden Heritage Award
Sponsored by
The Quirky Cook
Honeyed Fig Relish with Black Garlic

Ambient Product of the Year
Sponsored by
Musgrave Retail Partners Ireland
Signature Tastes Smoked Rack of Bacon

Golden Fork from Ireland
Sponsored by
Musgrave Retail Partners Ireland
Signature Tastes Smoked Rack of Bacon

Golden Fork from Northern Ireland
Sponsored by
Natural Umber
Organic Apple Cider Vinegar

Golden Fork from Wales
Sponsored by
Caws Teifi Cheese
Celtic Promise

Golden Fork from Scotland
Sponsored by
The Argyll Smokery
Kiln Roasted Salmon

Charcuterie Product of the Year
Sponsored by
Carnicas Ibericas Mozarbez
Iberico Bellota Ham

Supreme Champion 2018
Sponsored by
KENWOOD
Mount Mayon
Premium Pili Nuts with Ecuadorian Cacao

Golden Fork from the Midlands
Sponsored by
Macneil's Smokehouse
Beech Wood Smoked Salmon

Golden Fork from the South West
Sponsored by
Pipers Farm
Saddleback Neck Steak

Golden Fork from the North of England
Sponsored by
Rogue Artisan Ice Cream
Sicilian Bronte Pistachio Ice Cream

Great Taste Producer of the Year
Sponsored by
Partridges
Wessex Mill

Small Artisan Producer of the Year
Sponsored by
Selfridges & Co
Tea Shirt Tailored Refreshments

Contribution to Fine Food
Sponsored by
Charles Campion
SPONSOR PACKAGES

Bespoke packages can be tailored to meet your company and brand objectives. For more information contact Sally Coley: sally.coley@gff.co.uk +44 (0)1747 825200

SUPREME CHAMPION SPONSOR £20,000

1. Sponsorship of Supreme Champion Trophy
2. VIP Table for 10 guests at Great Taste Golden Fork Award Dinner
3. Presentation of Supreme Champion Trophy at Great Taste Golden Fork Award Dinner and photo opportunity with winner (sent out with press release)
4. List of the Great Taste 2019 winners
5. Full page advert in Great Taste Book 2019 (circulation of 250,000)
6. Two invitations to the 3-star Judges’ Dinner in July
7. Invitation to Sponsors’ Reception event at No. 42 Southwark Street in June
8. Mentions in Great Taste social media activity, including Twitter, Instagram and Facebook
9. Main logo on all Great Taste communications and collateral
10. Social media campaign across Twitter, Instagram and Facebook
11. Opportunity for further collaboration, to meet aims and objectives of sponsor

MAIN SPONSORS £5,000

1. Sponsorship and presentation of regional or special Great Taste Golden Fork Trophy
2. List of the Great Taste 2019 winners
3. Two tickets for Great Taste Golden Fork Award Dinner
4. Full page advert in Great Taste Book 2019 (circulation of 250,000)
5. One invitation to the 3-star Judges’ Dinner in July
6. Support from the Guild of Fine Food for in-store Great Taste Promotion, including a Great Taste demo chef for one day
7. Company logo on all Great Taste communications and collateral

SUPPORTERS £1,500

1. Two tickets for Great Taste Golden Fork Award Dinner
2. Receive a quantity of Great Taste Books for distribution to clients and customers
3. Company logo on Great Taste communications and collateral