



# ENTRY INFORMATION

**You should also read our terms and conditions**

## WHAT IS GREAT TASTE?

Great Taste is the largest and most trusted accreditation scheme for fine food and drink. It supports, promotes and mentors artisan food producers large and small, who want to supply the UK independent retail sector and overseas stores selling fine food. Great Taste offers unique benchmarking and product evaluation leading to an independent accreditation that encourages confidence and commercial success for small business. This, in turn, generates greater awareness for products locally, regionally, nationally and internationally.

Since 1994, more than 140,000 products have been put through this robust judging process. Each one is fastidiously blind-tasted by selected chefs, buyers, fine food retailers, restaurateurs, food critics and writers over 70 judging days.

## WHAT DO GREAT TASTE JUDGES LOOK FOR?

They look for truly great taste, regardless of branding or packaging. Yes, they take into account the texture, appearance and of course quality ingredients; they like a good aroma, a decent bite to a sausage, a smooth lemon curd, crunchy rich pastry, but everything comes back to the taste. Is it really, truly great?



*AS A RESULT OF WINNING, WE HAVE SEEN A BIG DIFFERENCE IN SALES AND HOW GREAT TASTE OPENS UP OPPORTUNITIES AND HELPS US REACH NEW MARKETS. IT IS A GREAT RECOGNITION OF THE QUALITY OF OUR PRODUCTS AND THE TEAM BEHIND WHAT WE DO.*

## KEY DATES:

<b>17-31 January</b>	Guild of Fine Food Members' Fortnight
<b>3 February</b>	General entry opens
<b>17 February</b>	General entry closes*
	*If the entry cap has been reached, entry will close before 17 Feb
<b>March-June</b>	Delivery Instructions and Judging
<b>Early August</b>	Results & feedback

**IAN AGNEW, DARK WOODS COFFEE**

## WHY ENTER GREAT TASTE?

Winning one, two or a coveted 3-star Great Taste award will ensure your food or drink stands out on the overcrowded retail shelves. The Great Taste logo steers trade buyers wanting to stock their shelves with great tasting products and gives consumers confidence when buying food and drink

Receive unbiased evaluation and confidential feedback on every single product judged, which gives valuable information to aid future product development, as well as market research

Trade buyers & consumers both know and trust the Great Taste logo

Increase your sales revenue and awareness of your award-winning product

Unique opportunities with The Seed Fund for fledgling producers to benefit from business mentoring delivered by experts to help develop your product and grow your business

Free listing and search facility on [greattasteawards.co.uk](http://greattasteawards.co.uk) (over 80,000\* unique visitors in 2019) with your star-rating and weblink to your own website

Tasting opportunities and free product listing in Great Taste Deli at Speciality & Fine Food Fair, London

Great Taste Markets – winning producers can book a pitch at exclusive events across the UK, including RHS Flower Shows & House & Garden Festival

THE DIVERSITY OF FOODS THAT WE HAVE ON OUR TABLE TO JUDGE IS JUST EPIC.

REGULA YSEWIJN,  
FOOD WRITER & BAKER

TO HAVE A GUARANTEE OF QUALITY LIKE THE STARS IS INCREDIBLY HELPFUL.

FELICITY CLOAKE,  
FOOD WRITER



Supreme Champion and Small Artisan Producer of the year winners receive complimentary stands at Speciality & Fine Food Fair and Fine Food Show North

PR support – downloadable PR pack for winners to help promote your award

National and regional press coverage. In 2019 coverage

included over 3.2 billion\*\* opportunities to see, including national radio, TV ads, print and online unique monthly visitors

PRODUCERS CAN USE GREAT TASTE AS A TEST-BED TO GET FEEDBACK ABOUT THEIR NEW PRODUCTS.

SCOTT WINSTON,  
CONSULTANT

THE CONSUMER NEEDS A HELPING HAND WHEN IT COMES TO CHOOSING FANTASTIC PRODUCTS. AWARDS LIKE THIS LET PEOPLE KNOW THE INFORMATION THEY REALLY NEED TO KNOW.

GILL MELLOR, CHEF

THE BOTTOM LINE ABOUT THESE AWARDS IS – DOES IT TASTE DELICIOUS? IF IT DOES TASTE DELICIOUS, THEN WE WILL PUT IT ON A PEDESTAL.

LUCAS HOLLWEG,  
FOOD WRITER & COOK

EVERYBODY WANTS TO TASTE GOOD FOOD & THE BENCHMARK HAS JUST GOT HIGHER. EVERYONE'S PALATES HAVE WIDENED, THEY WANT TO TRY DIFFERENT THINGS. IT IS ABSOLUTELY RELEVANT, YEAH OF COURSE... SILLY QUESTION!

REBECCA WILLIAMS,  
FOOD WRITER

Social media opportunities reaching 50k+ followers through Twitter, Facebook and Instagram\*\*\* #greattasteawards #ISpyGreatTaste

Source: (Dec 2019)

\*Google Analytics for [greattasteawards.co.uk](http://greattasteawards.co.uk)

\*\*FGPR: over billion PR opportunities to see

\*\*\* Twitter: 26.4k followers, Facebook: 10k likes,

Instagram: 14.7k followers

## COST OF ENTRY (all +VAT)

	Guild of Fine Food Members' Fortnight (17-31 January)	General Entry (3 February)
Turnover less than £1 million:	£38 per product	£60 per product
Turnover more than £1 million:	£48 per product	£92 per product
Supermarket own-label products:		£240 per product

### IMPORTANT

Guild of Fine Food Members' Fortnight: new members or renewals must be paid in full on or by Friday 10 January 2020 to receive the GFF members' discount. Please be aware that the Great Taste team can help you with any queries over the phone in normal office hours 0930-1730. If you have any queries you should ensure that you call us during those times and well before the closing date to avoid disappointment.

GREAT TASTE IS THE OSCARS OF THE FOOD INDUSTRY AND AS WE'RE LOOKING TO START A NEW RETAIL INITIATIVE, THIS RECOGNITION WILL OPEN SO MANY DOORS FOR US.

BRUNO FORTE  
SWOON GELATO

