



An introduction to...  
**ENTERING GREAT TASTE**



# WHAT IS GREAT TASTE?

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Established in 1994, Great Taste is organised by the Guild of Fine Food and is the world's largest, longest standing and most respected accreditation scheme for artisan and speciality food and drink producers.

Every year, over 14,000 products from more than 100 countries around the world are blind-tasted by our expert panel. Every product is assessed purely on taste, and regardless of whether it wins an award, is given written feedback by our judges.





# WATCH: HOW DOES IT WORK?

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## WHY DO PRODUCERS ENTER?

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Winning a Great Taste award encourages confidence and commercial success for small businesses, as well as motivating your team, and generating greater awareness for products locally, regionally, nationally and internationally.

Entering gives the opportunity for cost-effective market feedback from industry experts: every entry receives constructive feedback, regardless of whether the product receives an award.

Accreditation means your food or drink will stand out on overcrowded retail shelves.

Coupled with extensive consumer and trade promotion by the Guild of Fine Food, it will lead to increased sales and brand awareness.





# WHO ARE THE JUDGES?

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Great Taste is trusted because of the rigour of its judging process.

Over 500 industry experts make up the judging panel, including chefs, buyers, food retailers, restaurateurs, producers, and food writers.

Each product is meticulously blind-tasted by multiple judging teams before a consensus is reached. Every tasting team provides written feedback, regardless of whether the product wins an award.



## WHAT DO THE STARS MEAN AND WHO GETS THEM?

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A common misconception is that every entry gets a star. Each product is judged on its own merit, and whilst every product could legitimately win a 3-star, in reality only 30-40% of entries each year receive any kind of award. This means that any award, including a 1-star, is a huge achievement that will open doors and represent a delicious tasting product.

In Great Taste 2023, only...



...1.8% won a 3-star



...11% won a 2-star



...28.8% won a 1-star

Every award has a validity of three years, i.e. a Great Taste 2024 award will be valid, and may be displayed on a product, until the results are released for Great Taste 2027. All awards must always be displayed against the exact product for which they have been won.



## WHAT DOES IT MEAN TO CONSUMERS?

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**55%** of UK adults are familiar with Great Taste logos on food and drink packaging

Of those who recognise the logo, research shows:

**80%** said an award would make them consider a product

**74%** agreed it was a sign of quality

**56%** said it would persuade them to buy a product

**1 in 3**

In real terms, this means that almost one in three (31%) of UK shoppers would be persuaded to buy a product because it has a Great Taste award



## THE PR POWER OF GREAT TASTE

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Great Taste 2024 generated press coverage for a potential audience of **669m**

**1,130+** pieces of press coverage  
**4,800+** wider mentions

Great Taste received press coverage in **78 countries**

**42k**     

engagements on social media (likes, comments & shares)



# HOW TO TAKE PART THIS YEAR

1. Register & pay for entries online before the deadline.
2. Send samples when requested – you will be asked to send to either London or Dorset judging venues sometime between March – June 2024.
3. Prepare for results by ensuring your stockists and any other requested details are up to date (results & feedback will be available 30 July 2024).

General Entry opens: 22 January 2024, midday  
 General Entry closes: 6 February 2024, midday

**Please note:** Entry will close early if maximum number of entries is reached. Early entry is advised to avoid disappointment.

[Terms & conditions](#) and all entry information can be found at [gff.co.uk/greattaste](http://gff.co.uk/greattaste)

**ENTER NOW**



Company turnover	Members' Fortnight cost per entry	General Entry cost per entry
< £1m	£45 +VAT	£71 +VAT
£1m - £5m	£71 +VAT	£112 +VAT
> £5m	£112 +VAT	£155 +VAT

Note: Supermarket own label products are charged at £285 +VAT.

## WHAT ENTRANTS SAY

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"Great Taste is internationally recognised as the best, and is greatly respected, as is shown by the large number of entries from so many countries each year. The awards are the best around and translate into confidence and sales!" **Capreolus Fine Foods (Dorset)**

"We don't have the big funds to go out there and do campaigns, but just the fact that we've got the Great Taste award does that for us. It strengthens our reputation; it gives us a vote of confidence."  
**Biscottilicious (London)**

"Having a 3-star and a Golden Fork award has opened up so many doors for us as a retailer and as a business and we're so proud of it." **The Randy's Sauce Company (London)**

"Our Great Taste award has helped our business – it opened so many doors for us and really puts people's mind at rest to know it's been tasted by a panel of really good judges that know what they're talking about, so it gives them the confidence to buy. To anyone that wants to enter – we'd recommend it!"  
**Harley House Distillery (East Sussex)**

"It's amazing – people recognise the logo and associate it with quality and that's what we stand for."  
**Bottle Bar & Shop (London)**

"We take the Great Taste awards really, really seriously. It's great for our brand and it's a great reassurance for the farm shops and delicatessens that buy from us. It's also great to use as a consumer recognition that we've got some good stuff going on here!" **Bo Tree Farm (Scotland)**

"Winning the Great Taste award for us has really promoted the company. It's pushed us further, retailers want to stock it, and customers feel more confident with it."  
**Olitory (Shropshire)**

"The professional, non-bias and constructive feedback from the judges for us presents a good basis for further improvement." **Artival (Serbia)**





# ABOUT THE ORGANISERS

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Great Taste is organised by the Guild of Fine Food, which exists to **support, protect, represent, and raise awareness** of all good independent food and drink businesses, at a local, national, international, and governmental level.

A publisher, events and awards organiser, membership organisation and training provider, our network of activities is designed to **promote excellence and build closer links between producers and retailers**. Publishers of *Fine Food Digest*, the industry voice for independent food & drink retailers, we also organise a second internationally-recognised accreditation scheme: World Cheese Awards, which brings together the global cheese industry in an annual celebration of cheeses from across the world.

Guild of Fine Food is made up of a small UK-based team, spread between Gillingham (Dorset) and London. **We're proud to interact with food & drink producers, independent retailers and lovers of good food from all around the world.**

[gff.co.uk](http://gff.co.uk) // [@guildoffinefood](https://www.instagram.com/guildoffinefood) //     







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2024

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