**Press Release:** For immediate Release

**Date:** [insert date of sending out]

**Brand Logo o**

**[Company Name] takes home Great Taste 2024 award for its [product name]**

 Judged by the Guild of Fine Food’s expert panel, [Product Name] is awarded a Great Taste [3/2/1-star] in the world’s most trusted food and drink accreditation scheme

[Insert location-based] [insert brand description, e.g. raw fermented foods start-up], [Insert Company Name] has been named among the top food and drink producers globally this year, picking up a highly prized [insert star rating]-star Great Taste award for its “product name”.

13,672 products were put through the competition’s rigorous blind judging process; and [insert Company Name] was dubbed a “insert feedback from judges” at the world’s most coveted food and drink awards. 3,938 products were awarded a Great Taste 1-star – ‘food and drink that delivers fantastic flavour’, 1,386 were awarded a Great Taste 2-star – ‘above and beyond delicious’, and 266 were awarded a Great Taste 3-star – ‘extraordinarily tasty food and drink’.

Described as “insert feedback from judges”, this [insert product overview] was a big hit with the Great Taste judges.

Made with [insert ingredient information] and [insert further storytelling, e.g. grown in the hills of Tuscany / fermented for over three months], the [insert Product Name] was one of 5,590 products to receive a Great Taste award in 2024 (which is only 40.8% of the total products entered).

**[insert producer name / key spokesperson name] from [insert Company Name] comments**: “We are thrilled to have won a Great Taste award for our [insert Product Name]. We have dreamt of this moment and are so proud to be adding the prestigious black and gold Great Taste badge of honour to our [insert product description]. We [insert journey story, e.g. started from the kitchen table, was born from a family heritage] so to be where we are today is truly a dream come true.

“Being recognised with a Great Taste [X]-star means so much to independent producers such as myself, as it makes all the hard work and determination worth it! Great Taste is the most recognised accolade for taste and quality in the food and drink industry, so it’s a huge moment for us! **[insert second name of spokesperson] concludes.**

**What is Great Taste?**

Recognised as a stamp of excellence and actively sought out by food lovers and retailers alike, Great Taste, organised by the Guild of Fine Food, values taste above all else. All products in the line-up for judging are blind-tasted: every product is removed from its packaging so it cannot be identified, before entering a robust, layered judging process.

This year, judging took place over 92 days in Dorset and London, with a panel of more than 500 judges putting the products to the test. The line-up saw food and drink products submitted from an extraordinary 115 different countries across the world.

The [insert Product Name] is available from [insert stockists]. RRP: £[X] (insert size, e.g. g / ml)

For more information about [insert Company Name], visit [insert company website].

The full list of this year’s winners and where to buy them can be found at [www.gff.co.uk/directory](http://www.gff.co.uk/directory) and a wide range of the award-winning products are available to buy in delis, farm shops and independent retailers across the country.

**-ends-**

For more information, imagery or interview opportunities, contact [insert suitable name for PR requests] on [insert email address]

Check us out on socials

[insert brand social handles hyperlinked] [insert brand #]

Keep up to date with the Guild of Fine Food, organisers of Great Taste:

Instagram: [guildoffinefood](https://www.instagram.com/guildoffinefood/) | LinkedIn: [Guild of Fine Food](https://www.linkedin.com/company/guildoffinefood/)
YouTube: [@gffcouk](https://www.youtube.com/%40gffcouk/) | TikTok: [@guildoffinefood](https://www.tiktok.com/%40guildoffinefood)

**Editor’s notes:**

**About (insert company name)**

[Insert a few lines or bullet points on further brand information, e.g., other ranges / products that are made, company history, other award wins and further storytelling]

**About the Guild of Fine Food**

Great Taste is organised by the Guild of Fine Food and, now in its 31st year, is the world’s largest, longest standing and most respected food accreditation scheme for artisan and speciality food and drink producers.

The Guild of Fine Food is a community of business owners with a passion for food & drink, created as a multi-level network to provide mutual support and protection for its members. The Guild maintains its industry leading standards through training and raising awareness of good food and drink. It exists to represent all good independent food and drink businesses, at a local, national, international, and governmental level; building a diverse and inclusive collective of producers, retailers and food lovers who champion well-made food & drink.

Every Great Taste 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.

The full list of this year’s winners and where to buy them can be found at [www.gff.co.uk/directory](http://www.gff.co.uk/directory) and a wide range of the award-winning products are available to buy in delis, farm shops and independent retail outlets across the world.

As well as Great Taste, the Guild of Fine Food is known for publishing the industry-leading magazine, *Fine Food Digest*, and the global phenomenon, that is the World Cheese Awards. Plus, further events including award ceremonies and Great Taste markets, trade shows, training sessions and member initiatives throughout the year.