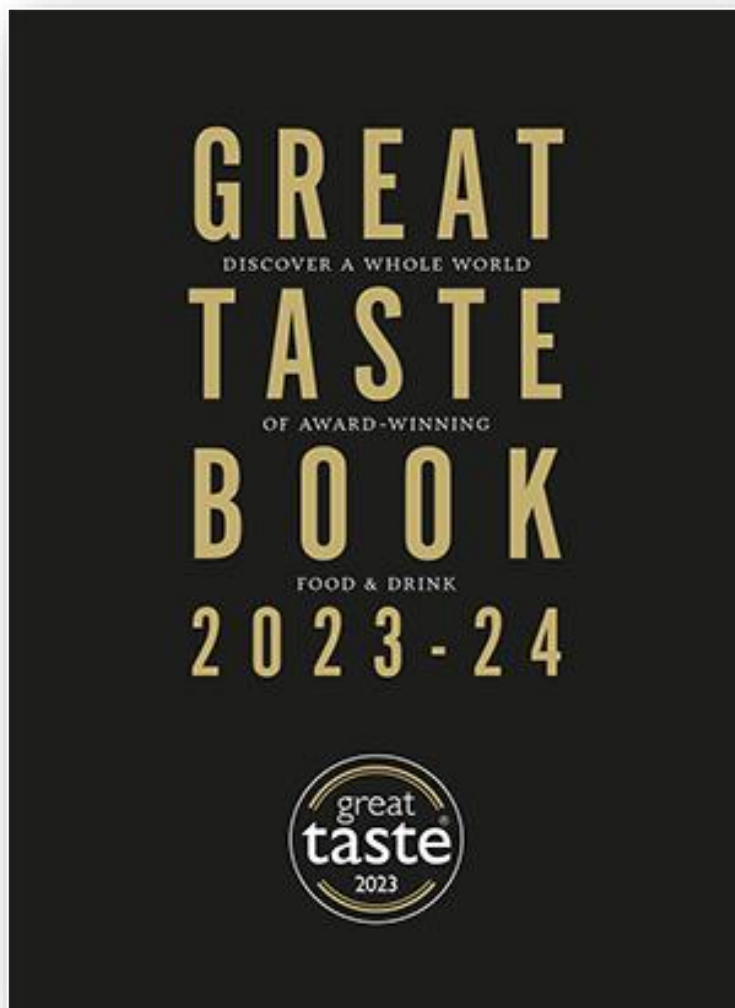


# GREAT TASTE BOOK: the definitive guide to award-winning food & drink



“Great Taste is a **trusted indicator** for the best-tasting food & drink.

When sourcing new products, I have **utmost confidence in that little black and gold logo.**”

Adrian Boswell,  
buyer, Selfridges

Book now to reach **over 150,000** food-loving trade and consumers.

**Available to Great Taste 2024 winners only.**  
**Limited availability: first-come, first-served.**



# PREMIUM PRODUCT FOCUS

A **half page advertorial** showcases your product and includes:

Clear company and product name, plus your website

Editorially-led copy about your product, how to use it, who made it and what makes it special – our editors will work with your information to delight and inspire readers

Alert readers to your other 2024 Great Taste award winners

QR code to your latest stockist information on the Great Taste directory on our website

Example page for illustrative purposes only.

GREATTASTEAWARDS.CO.UK

**SWEET CHESTNUT HONEY \*\*\***  
THE TRAVELLING BEE COMPANY  
travellingbee.co.uk

Harvested from the sweet chestnut trees in the forests of Dordogne, this honey boasts strong caramel notes that give way to a unique bitterness, which dissipates just before it overwhelms. A strong, aromatic aftertaste follows, highlighting the pollen content, mineral salts and high tannin level. Dark in colour, it works well drizzled over hard cheese or mixed into a marinade.

**Other Great Taste awards (2023):** Soft Set Honey \*\* Spanish Blackberry Honey \* Hellenic Pine Honey \* Hellenic Oak Honey \* Honeydew Honey \*\* Lime Blossom Honey \*

**FIND STOCKISTS**



**BAKED GOODS & READY MEALS**

**EARL GREY MACARON \*\*\***  
MADEMOISELLE MACARON  
mademoisellemacaron.co.uk

Strong notes of Earl Grey and hints of bergamot run through the buttercream filling for these handmade French macarons, with the signature crisp-but-delicate, slightly chewy shells.



**COGHLANS ARTISAN BAKERS**  
coghlanbakery.ie

Coughlans makes its organic sourdough loaves by hand in Kildare, Ireland, using spelt flour milled in the largest traditional stoneground mill in Europe – on the banks of the upper Loire river.



**BARA BRITH WELSH CAKE \*\*\***  
ROGUE WELSH CAKES  
roguewelshcakes.com

This twist on the traditional Welsh cake is packed with dried fruits and has an abundance of sweet, spiced flavour, with hints of tea and a slightly nutty note.



**BASQUE CHEESECAKE \*\*\***  
LA MARITXU BASQUE CHEESECAKE  
lamaritxucheesecake.co.uk

This rustic, crustless cheesecake with a caramelised top is made to a traditional recipe by three Basque sisters – based in London.



GREAT TASTE BOOK 2023-24

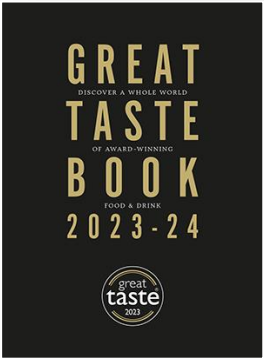
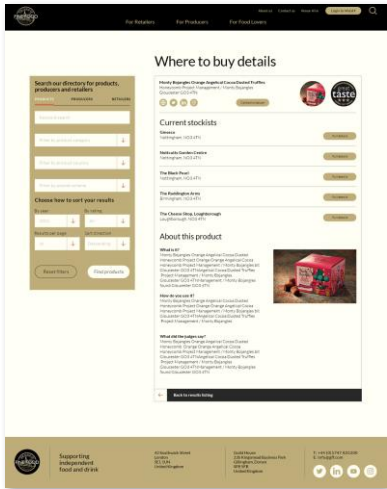
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Large professional full colour product image



## PLUS: ENHANCED LISTING ON OUR WEBSITE

Your professionally taken **product photo** used for **Great Taste Book**, plus the **editorial details** on the product – meaning that even more people have the chance to discover your winning food & drink.

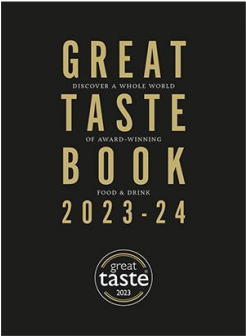


Example page for illustrative purposes only.

**Full page bespoke adverts** to showcase your range of award-winners are also available – please ask for details.

# PRODUCT FOCUS

Highlight your product with a small product listing. Choose from a **quarter** or **eighth** page:



QUARTER PAGE ONLY:  
**ENHANCED LISTING ON OUR WEBSITE**

Your professionally taken **product photo** used for *Great Taste Book*, plus the **editorial details** on the product.

Example page for illustrative purposes only.

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WHITE SOURDOUGH BREAD \*\*\*  
ED BAKER  
iamedbakery.com

A classic white sourdough with a unique depth of flavour, this loaf is versatile, full of flavour, and has a long shelf life. Thanks to a three-day fermentation period and the strict use of just flour, salt and water, each loaf has a clean wheaty profile, a chewy crust and the requisite hint of sourness.

Other Great Taste awards (2023): Mushroom Quiche with White Wine and Cheddar ★ Onion Quiche with Lancashire cheese and Jalapeno ★ Wholemeal Sourdough 800g ★★ Handmade Rum Baba ★★

ORGANIC SPELT SOURDOUGH BREAD ★★  
COGHLANS ARTISAN BAKERS  
coghlanbakery.ie

Coughlans makes its organic sourdough loaves by hand in Kildare, Ireland, using spelt flour milled in the largest traditional stoneground mill in Europe - on the banks of the upper Loire river.

Each loaf offers a nutty, rustic flavour with a strong exterior crunch giving way to a chewy centre.

Other Great Taste awards (2023): Breda Murphy tea breck ★ Breda Murphy Beef Bourguignon ★

STOUT \*\*\*  
THREE TUNS BREWERY  
threetunsbrewery.co.uk

Three Tuns' old-fashioned dark stout ale - known for its smooth, creamy texture and a bitter finish - offers a full-bodied experience with rich depth in every sip. This traditional brew is crafted by a small team in a 17th century brewhouse located in Bishop's Castle, Shropshire. Best served chilled for optimal enjoyment.

Other Great Taste awards (2023): Clerics Cure ★

FIND STOCKISTS

Example page for illustrative purposes only.

A small professional full colour product image

Your Great Taste star rating

Clear company and product name, plus your website

Copy about your product and what makes it special.

Alert readers to your other 2024 Great Taste award winners

Example page for illustrative purposes only.

FARMYARD CHOCOLATE BAR ★  
FARMYARD  
farmyardfrozen.com

This thick bar of intensely rich dark chocolate is made with 70% dark chocolate ganache, miso caramel and caramelised hazelnuts in Norfolk. Defrost it in the fridge (for up to four hours for best results) and serve as a showpiece standalone dessert - or add a good dollop of ice cream to maximise the indulgence.

FIND STOCKISTS

ORGANIC SPELT SOURDOUGH BREAD ★★  
COGHLANS ARTISAN BAKERS  
coghlanbakery.ie

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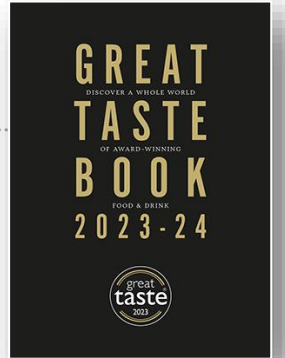
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# WHY FEATURE YOUR PRODUCT?



With **55%** of UK adults familiar with Great Taste logos\*,

Great Taste Book is **enjoyed by consumers**

as trusted advice and a visual guide to the best tasting food & drink to choose in store.

**Relied on by the trade** from retail buyers and distributors looking for new lines,

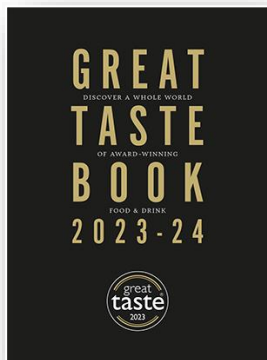
to press researching product recommendations or chefs seeking ingredient inspiration,

Great Taste Book is the **definitive food-lovers guide.**

**Don't miss the chance to take part.**



\*Source: YouGov fieldwork undertaken December 2022. Total sample size: 2,021 adults. The figures have been weighted and are representative of all UK adults (aged 18+).



## PRINT & DIGITAL MEDIA PARTNERS

Read by over **150,000 trade and consumers**, we distribute *Great Taste Book* around the UK and Ireland over 12 months, ensuring your award-winner has year-round visibility.

### TRADE MEDIA

- *Fine Food Digest* – 5,500 copies to delis, food halls, farm shops & specialist shops
- Speciality & Fine Food Fair newsletter audience (digital)

### TRADE DISTRIBUTION

- Guild of Fine Food digital newsletter audience of 12,000 (with an average online read time on 8 minutes)
- Digitally to thousands of trade and consumer readers through each of our national sponsors: Bord Bia (Ireland), Invest NI (Northern Ireland), Welsh Food & Drink and Scotland Food & Drink

### CONSUMER PARTNERS

- BBC Good Food magazine (in print to 20,000 paid subscribers)
- delicious. magazine newsletter audience (digital)
- Spirit of Christmas newsletter audience (digital)
- RHS newsletter audience (digital)
- The Game Fairs newsletter audience (digital)
- The Big Ascot Food & Wine Festival newsletter audience (digital)

### RETAIL & PRODUCER PARTNERS

- 12,500 printed copies sent to participating producers to share with their customers
- 8,000 printed copies sent to participating retailers to share with their customers as part of Great Taste promotion







## GREAT TASTE BOOK AT EVENTS

Every year, over **600,000 food lovers** visit a show with a Great Taste Market and over **4,000 trade buyers** attend an event with a Great Taste presence.

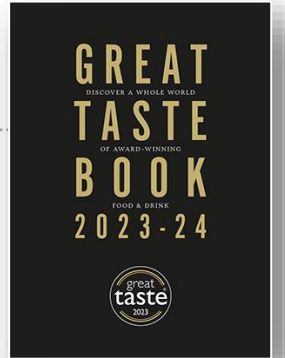
We make sure *Great Taste Book* is distributed at the following events:

### CONSUMER EVENTS

- RHS Hampton Court Palace Garden Festival
- RHS Tatton Park Flower Show
- RHS Wentworth Woodhouse
- RHS Urban Show
- Scottish Game Fair
- The Game Fair
- CarFest South
- Malvern Autumn Show
- Feast @ Ascot
- Spirit of Christmas Fair
- Woman & Home

### TRADE SHOWS

- ScotHot
- IFEX
- The Source Food & Drink
- Farm Shop & Deli Show
- Speciality and Fine Food Fair, London



# RATES & DEADLINES

## How to take part

- 1 Email [opportunities@gff.co.uk](mailto:opportunities@gff.co.uk) to confirm your place
- 2 Complete the listing details form sent to you on confirmation of your place.
- 3 Send your photography product sample when requested (estimated date: end Sept).
- 4 Wait see your product listing in print! *Great Taste Book* will be published at the end of December. Every featured producer will also have the opportunity to claim one box of 30 copies to distribute to your favourite customers or take with you to events.

## Rates

Advert size	GFF Member	Non-members
1/2 page product focus	£750	£795
1/4 page product focus	£495	£550
1/8 page product focus	£295	£350
Outside back cover	£2,750	£2,995
Inside front cover	£2,300	£2,600
Inside back cover	£2,300	£2,600
Full page	£1,950	£2,200

All prices subject to VAT

Since 1994, food lovers and retail buyers have been trusting Great Taste for recommendations.

Please note there is not space for all Great Taste winners to take part - don't miss your chance to make the most of your win and feature in this year's edition.



The Guild of Fine Food 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 the producers and retailers that we're proud to interact with around the world.

[gff.co.uk](http://gff.co.uk) // @guildoffinefood

