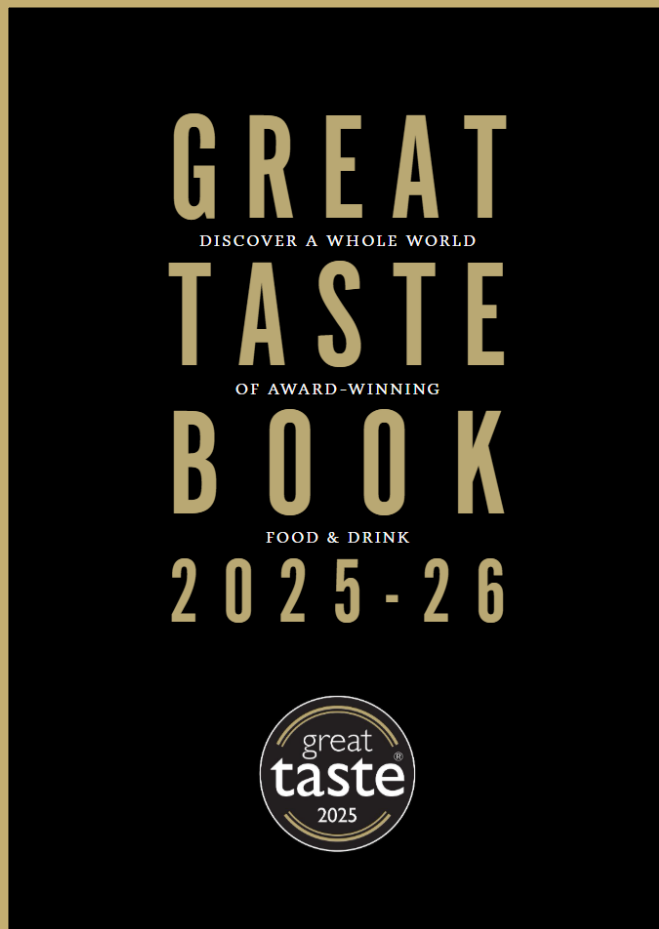


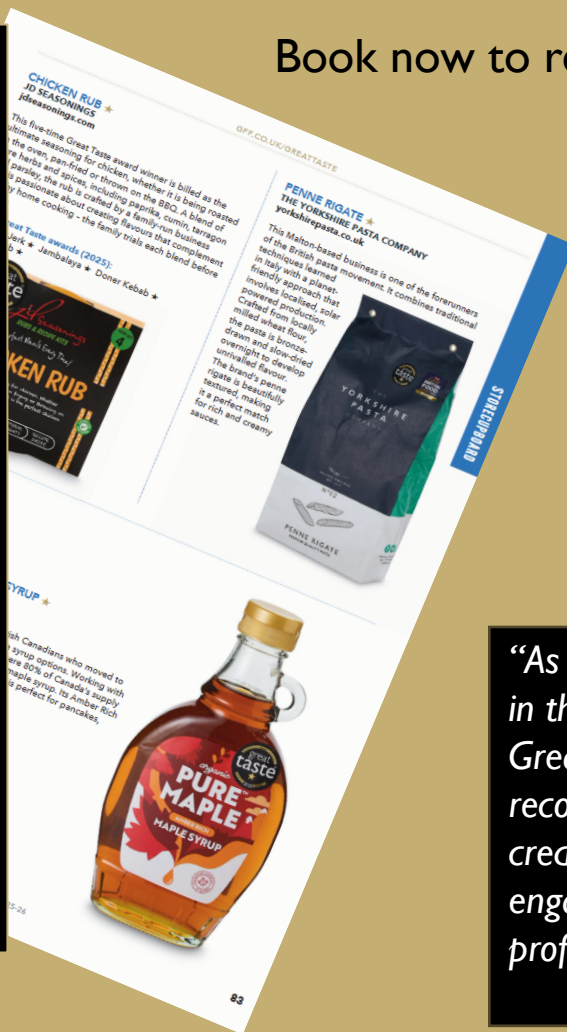
GREAT TASTE BOOK

The definitive guide to award-winning food & drink

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



Available to Great Taste 2026 winners only.
Limited availability: first-come, first-served.



“Advertising an award-winning product in the Great Taste book is a very logical step. It puts your product in front of people who actively seek out exceptional food and drink. For producers, it’s a valuable opportunity to increase visibility while demonstrating that their product has been recognised for its quality by respected food industry judges.”

Alexandra Ghemu
Founder, IVA PLANTS

“As a multi-award-winning brand, we’ve found advertising in the Great Taste book to be a natural extension of our Great Taste success. It has helped us amplify the recognition we’ve earned, strengthen our brand’s credibility, and showcase Maison Samadi London to an engaged audience of food lovers, buyers, and industry professionals.”

Nabil Chehab
Maison Samedi London



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 2026 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.

GFF.CO.UK/GREATTASTE

TEA, INFUSIONS & OTHER HOT DRINKS

MINT + 96 DEGREES
96degrees.com

Adarsh Sethi's family used to be in the tea business, and when supply chain disruption during the pandemic made it difficult to source great tea, he returned to his roots and launched 96 Degrees with his wife Anjum Anand. This brew takes its cue from Moroccan mint tea, but uses spearmint for a refined flavour. It has a mellow sweetness that is refreshing and soothing, and a wonderful, rounded aroma.

Other Great Taste awards (2025):
Darjeeling ★ Assam ★

FIND STOCKISTS



bruttea
POUR FERMENTED BLACK TEA (TEA TOKEN) ★
bruttea.com

Loose-leaf, imperial-grade Pu'er is pile fermented to allow its signature sticky black rice taste to develop before it is compressed into a convenient, sustainable token that can be rebrewed up to five times.

DIVINE TEAS - ORGANIC TURMERIC TEA ★
DIVINE TEAS
divineteas.co.uk

Handcrafted in small batches using organic spices, this refined infusion harmonises turmeric, fennel, cinnamon, ginger, liquorice and cardamom. Gentle steeping releases the layered spice notes and natural sweetness to deliver a soothing, restorative and indulgent experience.

THE ORIGINAL TURMORINGA LEMON & LIME
★
EMAYA PURE LIFE
emayapurelife.com

With a focus on flavour and nutrition, this brand crafts turmeric-based products that make wellness both enjoyable and accessible, and this turmeric and moringa citrus tea is no exception. Premium Lakadong turmeric with a curcumin content of 7-12% is hand-blended with moringa leaf, brightened with zesty lemon and lime essential oils, and warmed with Indian spices. This caffeine-free infusion contains no fillers or added sugars.

Other Great Taste awards (2025):
The Original Turmericai Pumpkin Spice ★★
The Original Moringaschai Holy Maté ★



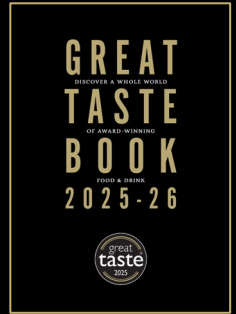
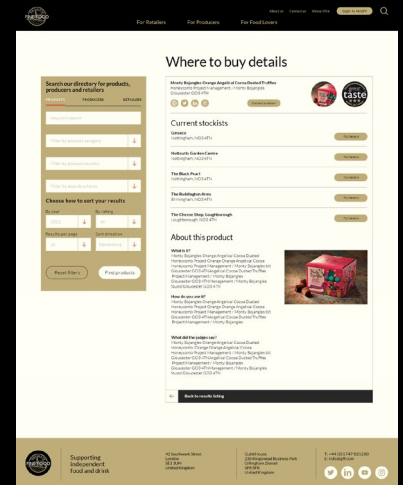
GREAT TASTE BOOK 2025-26 85

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.

GFF.CO.UK/GREATTASTE

ORGANIC JUMBO OATS ★
PIMHILL FARM
pimhill.com

Use these whole rolled jumbo oats to create rich, thick, textured porridge, flavour-packed granolas and soft, chewy flapjacks. Like the rest of Pimhill's organic cereals, they are hand-packed in stitched paper bags that are fully recyclable. Pimhill has crafted cereals made from organic oats grown in the parish of Pimhill, Shropshire, since 1949, when it became one of the first organic farms in the UK.



TRADITIONAL COCKTAIL OATCAKES ★★
STAG BAKERIES
stagbakeries.co.uk

Thanks to the arrival of these mini oatcakes, canapés no longer need to rely on bland, limp blinis as a base. Made to a traditional Scottish recipe and baked in small batches by a team of skilled craft bakers in the Outer Hebrides, Traditional Cocktail Oatcakes are a versatile carrier for all sorts of toppings, including cheese, meat, fish and pâté.

Other Great Taste awards (2025):
Cocktail Wholemeal Biscuits ★★ Habridean Baker Christmas Cookie ★ Croft's Fruit Cake ★



HALF CASHEW SHORTBREAD ★★
HALF NUTS COMPANY
halfnutsc.co

This brand's proposition is clear - making products with a 50% nut content, so they are healthier, less ultra-processed and more sustainable. Cashew Shortbread is made with 50% cashews, blended smoothly into the dough for a buttery, classic shortbread taste. With plenty of protein and fibre, it is a handy, nutritious snack to keep in the desk drawer, dunk in tea or coffee, or use as fuel for sports or walks.

Other Great Taste awards (2025):
Half Peanut Butter & Brown Sugar Cookies ★
Half Chocolate Chip Cookies ★



STEM GINGER & CHAI SHORTBREAD ★
THE BAKE HIVE
facebook.com/thebakehive-100066787088202

Maira Lindores makes these shortbreads by hand at home in the Scottish Borders, and, with their attractive flower designs, and crisp, short, melt-in-the-mouth texture, they look every ounce as good as they taste.



Other Great Taste awards (2025):
Half Peanut Butter & Brown Sugar Cookies ★
Half Chocolate Chip Cookies ★

20 GREAT TASTE BOOK 2025-26

Clear company and product name, plus your website

Your Great Taste star rating

Copy about your product and what makes it special

Alert readers to your other Great Taste award winners

A small professional full colour product image

GFF.CO.UK/GREATTASTE

ARTISAN GRANOLA ★
ARTISAN GRANOLA
artisangranola.co.uk

Penjeeri - a traditional superfood snack rooted in Punjabi and Ayurvedic culture - was the inspiration for this handmade granola. Packed with toasted nuts, seeds, fruits, spices and oats, the granola is made fresh to order by a Manchester-based family-run team that is dedicated to creating healthier, flavourful food. Savour with milk or yoghurt at breakfast, sprinkle over puddings for added crunch, or enjoy as a wholesome, moreish snack.

FIND STOCKISTS



BILLINGTON'S GINGERBREAD ★
BILLINGTON'S GINGERBREAD
billingtonsgingerbread.co.uk

Billington's Gingerbread has revived a closely guarded recipe dating back to 1817 to create these gingerbread fingers, which are celebrated for their exotic spicing and satisfying crunch. Handcrafted in Market Drayton, they contain a secret spice blend, golden syrup and a dash of rum.



RHUBARB CRUMBLE COOKIES ★
GRANDMA WILD'S
grandmawilds.co.uk

With Yorkshire home to the so-called 'rhubarb triangle', it was only right that Grandma Wild's should add a product like this to its repertoire. By introducing rhubarb into its signature crumbly cookie mix, the West Yorkshire bakery has captured the region's heritage in a biscuit. Rhubarb Crumble Cookies are made in the producer's modern bakery in Sleeton, using methods handed down through four generations of Grandma Wild's family.

Other Great Taste awards (2025):
Dark Chocolate Coated Ginger Biscuits ★
Oaty Biscuits with Cheddar & Chilli ★

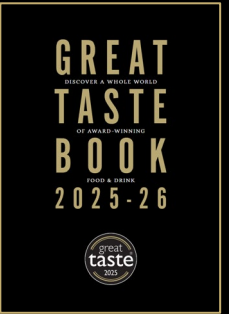
PRUNES + COCONUT SNACK ★
CAKES EVERY DAY
cakeseveryday.com

Kadi Leppik conceived this prune and coconut ball recipe in her home bakery as a fun, healthy, energy-boosting snack. The hand-rolled, vegan-friendly balls are packed with dried fruits, gluten-free oats and nutty flavours.

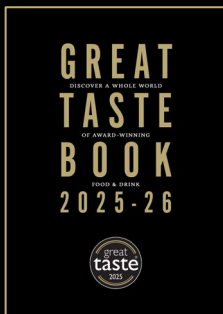


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Example page for illustrative purposes only.



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



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* – Around 4,400* copies reach named recipients
- Farm Shop & Deli show audience
- ScotHot newsletter audience
- The Source Food and Drink Exhibition newsletter audience
- Speciality & Fine Food Fair newsletter audience
- International Food Exhibition newsletter audience

TRADE DISTRIBUTION

- Guild of Fine Food digital newsletter audience of 9,445
- 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

- Good Food magazine
- Spirit of Christmas newsletter audience
- RHS newsletter audience
- The Game Fair newsletter audience
- Malvern Spring and Autumn newsletter audience

RETAIL & PRODUCER PARTNERS

- 6,000 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

*Audited ABC circulation 4,415 (April 2026). For information: www.abc.org.uk

“As a Great Taste award winner, advertising in the Great Taste book was a natural extension of our marketing. It gives us further opportunity to put Billington's Gingerbread in front of an engaged audience while being associated with a trusted name that consumers and retailers know and respect.”

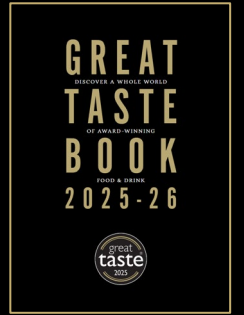
Charlotte Smith
Billington's Gingerbread





GREAT TASTE BOOK AT EVENTS

Every year, over **450,000 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 events
- The Game Fair
- Malvern Spring Show
- Malvern Autumn Show
- Spirit of Christmas Fair

TRADE SHOWS

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



RATES & DEADLINES

How to take part in **your 12-month marketing campaign:**

- 1 Email 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: mid Sept).
- 4 Wait to 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.

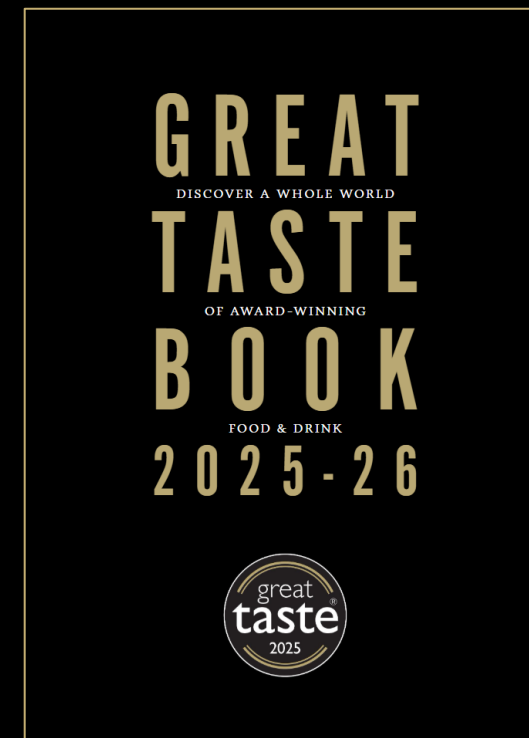
Rates

Advert size	GFF Member	Non-members
1/2 page product focus	£795	£845
1/4 page product focus	£595	£650
1/8 page product focus	£395	£445
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 // @guildoffinefood

