Please note this is a sample form to give guidance to entrants on what will be required in the online Great Taste entry form. It is not possible to enter offline using this form. Kitchen preparation instructions are not required for all categories. Please note there are some additional category-specific questions asked, e.g. ABV for all alcoholic products. These will appear when the category is selected. The Food & Drink safety section includes options for companies registered in the UK and overseas companies. Ensure you refer to the full Terms and Conditions before entering.

Add a new entry into Great Taste 2027

Please read Terms and Conditions and How your product will be tasted before you start, to make sure your product is eligible and you can meet the delivery requirements.

Please note:

- A product may only be entered once per year and cannot be entered in multiple categories.
- One flavour = one entry. Packs including multiple flavours are not eligible.
- Products entered must be available in a retail environment at the point of entering.
- Products available only as food service, wholesale or in a food-to-go, restaurant, or street food setting are not eligible.
- Products will be tasted on their own or with one additional ingredient (category dependent).
- Entries must be made in English
- **Any award granted for this entry will be valid for a period of three years.**
- Please note that the Great Taste Producer logo is no longer awarded. 2024 was the last year that the Great Taste Producer logo was available. For full details, please see **brand guidelines**

Products not eligible for entry include: traditional grape-based wines, flour, fresh/ frozen vegetables, salad leaves, fresh/ frozen fruit or herbs, pre-packed salads, baby/ toddler food and drink, food marketed to children, pre-stuffed whole poultry, powders and supplements, bubble or chewing gum, sugar substitutes/ replacements with mild or no taste, essence sprays for drinks, vitamin sweets, Easter eggs, hot or cold sandwiches/ wraps, products containing non-sustainable palm oil, prepared foods requiring assembling ahead of judging e.g. meal kits, takeaway dishes. Refer to **Terms and Conditions** for further details.

Refunds will not be given for ineligible products.

Save as Draft

Product details

*required field

Product name:*

Name

Please note this is how your product will appear on your certificate if it achieves an award. Remember to include the flavour of your product if it is part of a range (one flavour per entry).

Alternate names:

0 / 150

Alternate names

If the exact same product named above is sold under any other brand names, please list them as a comma separated list (e.g. brand1, brand2, brand3). If there are no other brand names, please ensure you leave this field blank. 150 character limit (including spaces).

Judges will see the following information only

What is it?:*

0 / 50

e.g. Cake / Steak / Chocolate bar / Gelato. Please do NOT include brand names, flavour or full description. 50 character limit (including spaces).

Category:*

Please Select

Full category list for reference

"Spicy" or "hot"?:

Please tick this box if you consider your product to be "spicy" or "hot".

Chilli Heat Level:*

Please Select

Please indicate an approximate level of chilli heat for operational reasons only.

Description:*

0 / 350

Along with "What is it?" and the “Category” title, this is the only information the judges will see about your product. Only include brief, factual information about the product. Be concise and tell the judges as much as you can about flavour, additions, ingredients or any uniqueness in production. Please make sure no brand or company names are included. 350 character limit (including spaces).

Two examples:

What is it? “Mixed fruit and vegetable chutney” Description: “Organic vegetables cooked in stout abv 4.5%, cider vinegar, and aromatic spices. Cooked slowly in small batches.”

What is it? “Cookies free from gluten, eggs and dairy” Description: “Almond cookies with pumpkin, chia and flaxseeds. Free from gluten, eggs and dairy. No additives, 100% natural soft baked.”

Is this product vegetarian*?:

- ◯ Yes
- ◯ No

(i.e. does not contain fish, meat or poultry products, e.g. animal rennet)

Product storage*:

Please Select

Please note this is how a product should be STORED, not how it should be tasted. This information will appear on the outer box label you use to send your products when requested, to help the team arrange appropriate storage as soon as the products arrive.

How long will your product last from date of delivery*:

Please Select

Producer/ manufacturer*:

This is a required field, for internal use only.

Product RRP (in GBP):

RRP example £4.99

If you don’t have your Recommended Retail Price in GBP, please provide your local retail price and ensure you include the relevant ISO currency code, e.g. EUR 3.59, USD 4.99.

Where is your product stocked?: *

Please Select

To add stockists, start typing the name, town or postcode of the retailer you would like to add, then select from the dropdown list. We encourage you to add all your main stockists here, as this data will be used when results are published to help potential customers find your product. If you cannot find your stockist, please request to have your stockist added to our database. This form can be completed multiple times for each additional stockist you require.

My stockist is not on the list

If you do not have an external stockist, please select at least one of these options :

- ☐ Product is available for purchase on my website
- ☐ Product is available for purchase at my premises

When did you first start producing this product?*:

YYYY

Please ensure you give the year that your company first developed and made this product, not the date this batch was produced.

How many units of this product have been sold in the last 12 months?*:

If actual data is not available, please provide an estimate.

Kitchen Instructions

Does this product require cooking, reheating or any other preparation in advance (e.g. defrosting or brewing)?: ☑

If kitchen preparation is required, please submit preparation instructions to indicate how consumers would be expected to prepare the product. You must ensure these match any written instructions on the sold product. If there are any discrepancies, we'll go with the packaging. Please note that if one ingredient is to be added (applicable only for certain categories), then it must be chosen in the dropdown under the relevant category.

If you need to edit or add any further information, this section of your entry form (kitchen instructions only) will be open for editing up until seven days before your scheduled delivery day. Please tick this checkbox at time of entry to ensure you have access to edit your kitchen instructions after you have paid for your entry.

PLEASE NOTE: In order to ensure parity and impartiality across the judging process, the Guild of Fine Food will have final decision on how products are prepared for judging.

Kitchen Instructions: 0 / 800

Kitchen Instructions

Ingredients

Please include all ingredients as listed on your packaging.

Ingredients*: 0 / 2000

Ingredients

Please exclude any brand names of producers specific to certain ingredients, as this may compromise the blind-tasting element of the judging process. 2000 character limit (including spaces).

Ingredients country of origin*:

Please Select

Which country are the majority of ingredients from? If your product contains ingredients from several different countries, select the country of origin for the majority of the ingredients.

Product country of origin*:

Please Select

Please select where your product is made. Please choose United Kingdom for England, Scotland, Wales, Northern Ireland, Guernsey, Jersey, Isle of Man and you will be asked to specify further details after this is selected.

Is this product made to the criteria of a Protected Food Name scheme?: 0 / 250

Please give the full name & type of Protected Food Name scheme, e.g. Asiago DOP, New Forest Pannage Ham PGI etc.

Allergens declaration

We need to know about any allergens your entry may contain.

- [x] Contains allergens?

Does your product contain any of the ingredients mentioned in the allergy advice guide?

- [ ] Celery
- [ ] Cereals containing gluten
- [ ] Crustaceans
- [ ] Eggs
- [ ] Fish
- [ ] Lupin
- [ ] Molluscs
- [ ] Mustard
- [ ] Tree nuts
- [ ] Peanuts
- [ ] Sesame seeds
- [ ] Soybeans
- [ ] Sulphur dioxide and sulphites
- [ ] Milk

Does this entry contain palm oil?:*

Yes

Is the palm oil is sustainably sourced?:*

Please select

Food & Drink Safety

Are the premises that produce your product based in the UK or outside the UK*?

- (•) UK
- ( ) Outside UK

☐ Registered food or drink business?

Are you registered with the correct authority for the product you produce? If you are producing food, then by ticking this box you are confirming that you are registered as a Food Business with the Food Standards Agency. If you are producing a product that is a Food Standards Agency approved exception, for example gin, then by ticking this box you are confirming that you have local authority approval.

More information on registration can be found on the Food Standards Agency website. Your business must be registered with the relevant authority in order to be able to enter. Food Standards Agency website.

☐ Are you registered for SALSA?

☐ Are you registered for BRCGS?

☐ Does your business have a documented HACCP plan (or equivalent) that could be provided on request?

More information on registration can be found on the Food Standards Agency website.

Other accreditation?

Please detail any other food safety accreditation here (e.g. ISO22000)

Supermarkets

We need to know if your product is available to purchase in a supermarket, or if it's a supermarket own brand. Please select the options below that apply.

☐ Is your product a supermarket own brand product?

☐ Is your product available in supermarkets?

Complete your entry

Chris Farrand will be the user who receives correspondence about this entry, including delivery instructions.
If you wish to change the user who receives award correspondence, please adjust the Main contact via the Edit company menu option

Sally Coley is currently marked as the commercial contact for the company. If this is incorrect, please adjust the commercial contact via the Edit company menu option

Ensure you have read the entry notes and eligibility list at the top of this form before proceeding with your entry.

Do not send any products until you are contacted by the Guild of Fine Food with your delivery instructions.

☐ I confirm that this product is NOT only available for food service.*

☐ Please tick to confirm you have read and agreed to the Terms & Conditions of entry*.

Submit Save as Draft Cancel