



# Cartney's

Of Moira

## Entry form 2012

"If you want to change your life, enter Great Taste. You might just receive that gift from Heaven!"

George McCartney, McCartney's of Moira, Supreme Champion 2011

# He's made it. So can you.

### BE A PART OF GREAT TASTE...

- ★ **Truly independent** – The UK's most trusted & respected accreditation for speciality food & drink
- ★ **Tasting Theatres** – at over 80 Aga Rangemaster cookery demonstrations and major consumer food shows
- ★ **National awareness** – gold-star products featured at major trade shows and over 30 Great Taste Markets across the UK including RHS Tatton Park & RHS Hampton Court Flower Shows
- ★ **Product evaluation** – confidential feedback on all products judged

### NEW FOR 2012

- ★ **Product listing** – the most comprehensive buyer's guide to thousands of speciality food & drink online and in print
- ★ **Fine Dining** – pop-up Great Taste restaurants using winning products & producers named on menus

**Great Taste accreditation is much more than just a pat on the back for your food or drink. It is a marketing 'gift' for your business. A Great Taste seal of approval gives your business access to the most exclusive speciality food & drink club in the country. Being awarded a one, two or three-star rating can help increase sales through trade and consumer awareness driven by promotions, endorsements, events and tutored tastings.**



**In the words of 2011 Supreme Champion himself:**

*"After all the publicity in the papers, magazines not to mention radio and TV coverage this was not just an accreditation I won, but a gift from Heaven! Since September we have seen a massive rise in footfall and overall sales, at a time when even the supermarkets are experiencing a downturn."*

**To take part in this year's Great Taste, please follow 'How to Enter' on Page 4. Select from this list which category best suits your product(s) and fill in BOTH SIDES of the enclosed A4 ENTRY FORM, reading carefully the FAQ sheet attached.**

## LIST OF CATEGORIES:

### BEERS & CIDERS

- 101 Bottled beer
- 102 Bottled cider

### COUNTRY WINES & LIQUEURS (UK-MADE)

- 201 Fruit & Flower wines
- 202 Any other alcoholic drink inc. mead, liqueurs & sloe gin

### SOFT DRINKS

- 301 Pure fruit juice, single fruit
- 302 Pure fruit juice, mixed fruit
- 303 Any other soft drink inc. cordials & non-dairy

### TEA, COFFEE & INFUSIONS

- 401 Single Estate tea, loose
- 402 Single Estate tea, bags
- 403 Blended tea, loose
- 404 Blended tea, bags
- 405 Green tea, loose
- 406 Green tea, bags
- 407 Herbal infusion inc. loose/bags
- 408 Fruit infusion inc. loose/bags
- 409 Coffee for filter/cafetière, beans/ground
- 410 Espresso coffee
- 411 Any other hot drink inc. chocolate

### BISCUITS & SNACKS (SAVOURY)

- 501 Biscuits
- 502 Crisps/chips inc. vegetable
- 503 Savoury cocktail snacks inc. cocktail nuts
- 504 Any other savoury snack inc. sausage roll & scotch egg

### BISCUITS, COOKIES & SNACKS (SWEET)

- 601 Biscuits inc. cookies
- 602 Biscuits with chocolate
- 603 Shortbread
- 604 Any other snacks inc. dried fruit snacks etc

### BREAD, FLOUR, BAKE-OFF & PASTRY

- 701 White bread
- 702 Brown bread
- 703 Savoury bread
- 704 Any bake-off dough\*\*
- 705 Bread Mixes and Flours, all types\*\*
- 706 Pastries & raw pastry, to be baked\*\*

\*\*Cooking instructions must be supplied

### CAKES & PASTRIES

- 801 Fruit cake
- 802 Regional & traditional cake
- 803 Small individual cakes inc. cupcakes
- 804 Whole cakes for cutting
- 805 Cakes containing chocolate
- 806 Scones, muffins, crumpets, etc & ready baked pastries

### CHOCOLATE

- 901 Truffles
- 902 Filled chocolates
- 903 Chocolate bars

### CONFECTIONERY

- 1001 Fudge or Tablet
- 1002 Glacé fruits/petit fours/sweetmeats/dipped or coated fruit & nuts, etc
- 1003 Nougat

### HONEY

- 1101 Honey, plain
- 1102 Honey, flavoured

### JAMS/CONSERVES/PRESERVES/MARMALADES

- 1201 Any single fruit jam/preserve/conserves
- 1202 Mixed fruit jam/preserve/conserves
- 1203 Curds
- 1204 Any other spread inc. chocolate
- 1205 Mincemeat
- 1206 Marmalade

### LUXURY CEREALS

- 1301 Muesli, granola or luxury breakfast cereal, ready to serve
- 1302 Luxury porridge
- 1303 Cereal bar

### MUSTARDS, CONDIMENTS, JELLIES & CONSERVAS

- 1401 Mustard
- 1402 Fruit jellies & sauces
- 1403 Savoury jellies & sauces

### OILS

- 1501 EVO, (filtered/unfiltered)
- 1502 Flavoured EVO
- 1503 Any other oils, plain
- 1504 Other oils, with added flavours



*"If this is the only investment you make all year - do it, enter the Great Taste Awards. You won't regret it."*

**Marc Demarquette,  
Demarquette Fine Chocolates**

## OLIVES, ANTIPASTI, TAPAS & DIPS

- 1601 Olives
- 1602 Vegetable/fruit antipasti inc. tapenade
- 1603 Tapas, ready to serve
- 1604 Dips

## PICKLES & CHUTNEYS

- 1701 Single fruit or vegetable chutney
- 1702 Mixed fruit or vegetable chutney
- 1703 Pickles
- 1704 Hot chutney or pickle
- 1705 Savoury marmalade inc. onion
- 1706 Salsa

## SAUCES & INGREDIENTS

- 1801 Sauces for cooking\*inc asian & oriental
  - 1802 Sauces for pouring/cold
  - 1803 Hot sauce eg chilli
  - 1804 Any other sauce inc. gravy & bread sauce\*
  - 1805 Pasta sauce inc. pesto\*
- \*Sauce will be heated on its own or served with plain pasta/plain rice as applicable

## VINEGARS & DRESSINGS

- 1901 Balsamic vinegar inc. flavoured & glaze
- 1902 Other vinegar
- 1903 Prepared vinaigrette & salad dressing
- 1904 Mayonnaise inc. rouille

## BACON

- 2001 Smoked bacon
- 2002 Green bacon
- 2003 Other bacon inc. joints

## CURED MEAT & CHARCUTERIE

- 2101 Air dried ham
  - 2102 Boiled/cooked ham, ready to serve
  - 2103 Gammon ham, to be cooked\*\*
  - 2104 Salami
  - 2105 All smoked meat
  - 2106 All other cured meat
- \*All cured meat/charcuterie products must be ready to serve, except for gammon.\*\*Cooking instructions/guidelines must be supplied

## FRESH MEAT

- 2201 Beef, fresh\*\*, exact cut to be stated
  - 2202 Lamb, fresh\*\*, exact cut to be stated
  - 2203 Pork, fresh\*\*, exact cut to be stated
  - 2204 Poultry, any farmyard bird, fresh\*\*, exact cut to be stated
  - 2205 Any other meat product requiring cooking\*\*, exact cut to be stated
- \*\*Cooking instructions/guidelines must be supplied

## SAUSAGES & MEAT PRODUCTS

- 2301 Pork sausages\*\*
  - 2302 All other meat sausages\*\*
  - 2303 Continental-style sausages, ready to eat
  - 2304 Continental-style sausages, to be cooked\*\*
  - 2305 Black pudding & white pudding\*\*
  - 2306 Other meat products to be cooked inc. faggots, burgers, haggis\*\*
- \*\*Cooking instructions/guidelines must be supplied

## SAVOURY PIES

- 2401 Traditional pork pie
  - 2402 Cold-cut pie, other meat / non-meat
  - 2403 Cooked pie, to be re-heated, meat based\*\*
  - 2404 Cooked pie, to be re-heated, fish and any other based\*\*
  - 2405 Quiche, any variety\*\*
  - 2406 Uncooked pie to cook from frozen\*\*
  - 2407 Pasty inc. Cornish\*\*
- \*\*Cooking instructions/guidelines must be supplied

"Great tasting food is at the heart of our business and it is good to know that there are awards celebrating the best. We support unique producers and we stock a range of Great Taste products. Our customers know and understand when they see the logo that they are supporting producers that have excellent quality products"

**Ewan Venters, Selfridges Food & Restaurants Director**



## SEAFOOD & FISH

- 2501 Gravavlax
- 2502 Smoked salmon
- 2503 Cooked/hot roasted smoked salmon
- 2504 Any other smoked fish
- 2505 Shellfish & seafood inc. smoked
- 2506 Tinned/jarred fish, seafood & anchovies

## TERRINES & PATÉS

- 2601 Meat paté/terraine
- 2602 Fish paté/terraine inc. taramasalata
- 2603 Vegetarian paté/terraine

## DAIRY

- 2701 Luxury yoghurt, any milk
- 2702 Cream, fromage frais, crème fraîche & mascarpone
- 2703 Butter
- 2704 Drinks, dairy based
- 2705 Cheese, cows' milk
- 2706 Cheese, sheeps' milk
- 2707 Cheese, goats' milk
- 2708 Cheese, buffalo milk

## DESSERT SAUCES

- 2801 Fruit sauce/coulis
- 2802 Other sweet sauces inc. brandy butter
- 2803 Custard

## PUDDINGS & DESSERTS

- 2901 Christmas pudding\*\*
  - 2902 Other hot pudding\*\*
  - 2903 Pie/tart/torte, hot\*\*
  - 2904 Pie/tart/torte, cold\*\*
  - 2905 Other cold desserts, inc meringues, ie NOT pies or tarts
  - 2906 Cheesecake
  - 2907 Preserved fruits
- \*\*Cooking instructions/guidelines must be supplied

## FROZEN DESSERTS

- 3001 Vanilla ice cream
- 3002 Chocolate ice cream
- 3003 Ice cream, any other inc. nuts, fruit & alcohol
- 3004 Sorbet, any variety
- 3005 Frozen yoghurt
- 3006 Any other iced desserts

## PASTA & RICE

- 3101 Fresh pasta, any shape\*\*
  - 3102 Dried pasta, any shape\*\*
  - 3103 Fresh filled pasta, any shape\*\*
  - 3104 Rice, any\*\*
- \*\*Cooking instructions/guidelines must be supplied

## READY MEALS & PREPARED FOODS

- 3201 Meat based, to be reheated/cooked\*\*
  - 3202 Fish based, inc. fishcakes, to be reheated/cooked\*\*
  - 3203 Vegetarian, to be reheated/cooked\*\*
  - 3204 Chilled meals, ready to serve
  - 3205 Prepared vegetable dish, hot\*\*
  - 3206 Prepared vegetable dish, cold
- \*\*Cooking instructions/guidelines must be supplied

## SOUP

- 3301 Tomato based soup
- 3302 Fish/seafood based soup
- 3303 Meat based soup
- 3304 Vegetable based soup inc. pulse

## DIET & FUNCTIONAL FOODS

- 3401 Gluten-free foods, diabetic and dairy alternative foods

**If you can't find a suitable category here – leave that section of the form blank and the Great Taste team will complete it for you.**

"Winning the 3 star award was a real boost for us. Being a small, cottage industry who prides itself in supplying quality, artisan products to customers, the award was a testimonial that we are up with the best, even those much bigger than us."

**James Grayland, Wan Ling Tea House**



"Doing well in Great Taste is one of our key marketing objectives. The judging is rigorous so to win one-star means your peers have rated your product as excellent, winning three-stars is a real boost to the business. We proudly display our awards on pack which we know encourages consumers to buy our products."

Richard Hogg, Sales & Marketing Director, Denhay Farms Ltd.



## HOW TO ENTER – PLEASE READ THE FOLLOWING CAREFULLY:

- All entry forms and payment must be received **NO LATER** than **Friday March 16**
- Entries into the **2012 Great Taste Awards WILL NOT BE ACCEPTED** after **Friday March 16**
- Enter online at [www.finefoodworld.co.uk/gta](http://www.finefoodworld.co.uk/gta)

1. Fill in the enclosed form and select the correct cost of entry.
2. Select which food or drink to enter. Choose only the best from your range.
3. Great Taste accreditation has a 3-year life. Products awarded in 2008 or prior to this should be considered for re-entering again this year.
4. Select a category which best fits your product. If you can't find a relevant category, then leave this section blank and the Great Taste team will fill this in for you. **NB. The category is for the organiser's benefit ONLY and every entry will be judged using your DESCRIPTION and not the category into which it has been entered.**
5. Payment must accompany this entry form (either by cheque or Credit Card). Entries cannot be accepted until full payment has been received.
6. **PLEASE DO NOT SEND ANY PRODUCTS NOW!** You will receive Delivery Instructions separately with details of where, when and how much product to send in.

Feb 24	March 16	March or April	March 19-June 29	July	August
Early Bird Entry Deadline – 20% Discount	Final day to Enter GTA 2012 (No entries can be submitted after this date)	Receive Delivery Instructions	Judging takes place in Wincanton and London	Supreme Judging, London	Results and Judges Feedback

The organisers reserve the right to change dates, if required, to suit judging venues

### TERMS AND CONDITIONS

1. The Great Taste Awards is open to food producers, retailers, importers and distributors of fine food and drink products.
2. Entries from retailers, importers and distributors are not eligible unless the name of the food producer(s) is included on the entry form.
3. All entries must be products commercially available at the time of entry.
4. All entries must be to the same standard as the foods available commercially.
5. All entries are judged blind, exclusively on taste and flavour. All entries will be decanted from original packaging after arrival and prior to the judging.
6. It is the responsibility of all entrants to ensure the prompt and safe delivery of all entries. Please state if product(s) need to be refrigerated and all must carry a use by date.
7. It is the responsibility of the entrant to ensure that all foods are packed, transported and delivered in a condition fit and safe for consumption by the judges. Any entries arriving in a damaged or unsafe condition will be disqualified and will not be liable to any return of entry fees. (This includes any product(s) requiring refrigeration with no prior notification.)
8. Whilst every attempt will be made to judge entries arriving after the allotted date, this will be at the discretion of the organiser and judges.
9. Whilst the Awards organiser will take great care to ensure safe keeping of all entries throughout judging, the organiser, its servants and associates cannot be held responsible for this safe keeping.
10. No entries can be returned to entrants unless the entrant makes arrangements for collection immediately after the last session of judging on the last day and advises the organisers of their intentions accordingly.
11. No information relating to the identity of any judges involved in sampling and judging particular entries can be revealed at any time.
12. Judges' comments relating to each entry are available only to the company entering the product and not revealed to other entrants or made public.
13. Further information concerning the source of main ingredients, distribution and quantities produced may be required prior to an award being confirmed.
14. Selected companies entering products that are awarded gold-stars may be asked to submit one further sample, in retail packaging, for photography and display at Speciality & Fine Food Fair, Olympia.
15. Once the gold-star entries are announced, all successful companies will be contacted and advised of their star grade. Award certificates will be posted. All gold-star foods will appear on the Guild of Fine Food website and 2 & 3-star products may be displayed at the London Speciality & Fine Food Fair.
16. Great Taste Awards' logos and stickers will be available to companies wishing to use them for promotional purposes. The logo is protected by copyright.
17. All 3-star gold foods are shortlisted for the Golden Fork Awards including the regional winners, national winners and Supreme Champion 2012. These results will be announced at the Awards presentation dinner in the Autumn.
18. After the final judging is completed, winning companies are free to publicise their success. Use of the GTA logo must be in accordance with the logo guidelines, supplied with the current logo artwork. The logo must always include the year in which the award was won and may only be used on winning products. Use of the logo on any product that has not won an award is expressly forbidden.
19. In the case of 'own label' or 'private label' foods packaged under the name of another producer, retailer or distributor, the Great Taste Awards logo may only be used on the packaging if the name of the original producer is clearly stated on-pack.
20. Under no circumstance can the Guild of Fine Food undertake discussion about judges comments. Any dispute over the judging must be made in writing within 14 days of the published results and accompanied by a cheque to the value of £50 made payable to the Guild of Fine Food to cover the cost of appeal. This amount will only be refunded in the event of the appeal being upheld.
21. On all matters relating to the Great Taste Awards, the verdict of the chief judge is final. The GFF reserve the right to refuse entry if products are deemed inappropriate.
22. If any entries are accepted after the closing date, there will be a £10 per product surcharge to cover additional administrative costs incurred.

**For further information, please contact:**  
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